



2019 STATE OF THE ISLAND ECONOMIC

SUMMIT

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GEORGE HANSON



PRESIDENT & CEO
Vancouver Island Economic Alliance

Like you, I fulfill many roles in life. Chief among these, as a father of two—a daughter in graduate school and a son about to finish high school. In our family conversations, it is clear that our children are concerned about an uncertain future in our chaotic world. I think that they are not alone... To say that the world has always been uncertain, while true, would be to gloss over a growing perception

that 'the chickens' of countless human generations many be finally 'coming home to roost.' There is much to do to avert the mounting storms of climate change, trade wars, mass migration, political upheaval, and social unrest. And with no consensus among nations and peoples, the prospects for coordinated solutions often seem beyond our reach. The advice I give my children is council that seems apropos to our Island community and economy:

- 1. EXPECT CHANGE.** We do not know what the future holds, but all indications point to dramatic change in the not-too-distant future.
- 2. HONE CRITICAL THINKING SKILLS.** The speed and volume of information now available is unprecedented. Ability to discern fact from fiction and think clearly under stress is to be prized.
- 3. BE FLEXIBLE.** Challenges and opportunities are likely to arise with little warning. Ability to respond quickly and effectively will be advantageous.
- 4. BE RESILIENT.** There will be bumps along the way. Ability to withstand pressure and recover quickly will be important to prospects for success.
- 5. HAVE FUN.** You can't live your life in continuous fear of the unknown that lies beyond your control. Plan for success. Commit yourself to your chosen course. Be lively.

This, is realism.

Being *stuck in the past* has always been a liability. Now, as the pace of everything accelerates, it is logical to expect disruption. It is prudent to be nimble and responsive.

There is a French word 'prevoyant' that has no English equivalent. It is 'the power of a prepared mind to act upon chance events in a world of deep uncertainty.' Pulitzer Prize winning historian, David Hackett Fischer wrote that prevoyant is also "learning to make sound judgements on the basis of imperfect knowledge; taking a broad view in projects of large purpose; and thinking for the long run." It has been said that providence favours a prepared mind. In business, in life, in community, it has always been beneficial to look ahead. Smart investors, whether entrepreneurs or municipal/institution leaders, anticipate the future and are thus in position to act as opportunities or challenges arise. Yet, herein lies a difficulty—corporate leaders are often chained to quarterly reports, the immediate-term financial returns expected by their shareholders, and the bonuses they receive for meeting these short-term expectations, while politicians are strapped to four and five-year election cycles. A number of years ago I met with a senior elected official asking for consideration of a 30-year plan VIEA was proposing. The response was, "we have zero interest in anything that cannot be done within the next three years."

We must think and behave differently.

In Tolken's Lord of the Rings, when the Fellowship is lost in the Mines of Moria, Frodo turns to Gandolf and says: "I wish it need not have happened in my time." "So do I," said Gandalf, "and so do all who live to see such times. But that is not for them to decide. All we have to decide is what to do with the time that is given us."

So, what shall we do with the time that is given us?

In 2016, we featured Catherine Potvin, National Chair for Climate Change Mitigation, as one of our keynote presenters. Some thought this inappropriate for an economic summit. We thought it an essential and unavoidable consideration.

MARK SMITH



VIEA BOARD CHAIR - 2019
President & CEO, Query Capital

Welcome to the 2019 State of the Island Economic Summit. Change and opportunity is what is top-of-mind for me as I look ahead to the coming year.

Change comes in many forms. At the time of writing this, the federal election is underway and as the Summit commences, we may be in transition federally, or the existing government will return to power.

Either way, I am excited to hear what the pundit panel will have to say about the next four years as it relates to the economy. The wood industry is currently under inordinate pressure. Over and above the challenge of access to fibre supply, mills are closing as prices continue to drop. The good news is that there is optimism in the industry, and I am confident we will find a way to overcome these challenges, and where necessary, create new opportunities for those companies and individuals impacted.

Last year we announced that VIEA was successful in having Vancouver Island designated as Canada's 12th Foreign Trade Zone (FTZVI). Only now are we starting to fully grasp the global opportunities associated with this designation as we begin witnessing the impact and recognition that having the designation provides. There has been heightened awareness around foreign direct investment; and in an effort to capitalize on the interest, we produced four business cases (available to view at ftzvi.com). The local business community has been quick to recognize the aquaculture opportunity and a new company, Cascadia Seaweed Corp., has already been formed with aggressive plans to create a new industry on Vancouver Island—a direct result of our activities.

Island Good continues to grow. We recently announced a partnership with Tourism Vancouver Island to expand the brand by attracting more partner businesses, and to showcase Island Good products to travelers through consumer marketing. As always, we have our finger on the pulse of what is transpiring in the Island economy. This year is no exception in that we have an exciting and diverse number of sessions lined up where we can learn, discuss, and develop new opportunities to continue to grow the Island economy while simultaneously building a community with a solid foundation for today, and the future.

I am always amazed at the amount of work that goes into making the Economic Summit the premier business conference on the Island every year. As a non-government, non-profit organization we rely on the efforts of countless volunteers to bring the event to fruition. There are also numerous volunteers on sub-committees and on behalf of the board I would like to thank everyone involved in moving these initiatives forward. VIEA's success is built on the culmination of all our joint efforts. Thank-you for playing your part in building a strong economic future for all of us on Vancouver Island. *Have an amazing Summit.*

We still do. Dr. Potvin was very clear in her presentation that *doom and gloom* messaging does not work and that to achieve success, we must focus on associated opportunities. In response, this year's Summit features sessions on clean tech, circular economy, climate change adaptation and mitigation, and tourism—all focused on opportunity in the midst of recognized challenges.

Last year, with funding from Western Economic Diversification, VIEA developed four business cases as part of a foreign direct investment strategy. One of these business cases for seaweed aquaculture, was immediately picked up by Cascadia Seaweed with aggressive plans to serve major export markets with seaweed products from the pristine waters of Vancouver Island. Here's a shining example of an industry perfectly suited for Vancouver Island that actually improves the environment and creates economic opportunity for First Nations and coastal communities while producing a nutritional product. (Learn more at the FTZVI Investors and Aquaculture sessions.)

This spring, with BC Rural Dividend funding, VIEA launched its two-year Waste Wood Recovery and Fire Mitigation Pilot project in the Cowichan Valley. This project emerged from a decade of work in the forest sector by VIEA that is best described as *pushing a string up a hill*. But, without these years of seemingly fruitless work, we would not have been prepared to take advantage of the present sea change initiated by the provincial government in the Coast Forest Sector Revitalization program. (Learn more in the Island Wood session.) The 2018 (4th edition) State of the Island Economic Report revealed that growth of the Island economy would moderate in 2019 due to the under-supply of skilled labour. Recognizing this issue, this year's Summit program includes two sessions to help lead employers to the talent they need: Untapped Potential and Answers May Be Closer Than You Think.

The Economic Summit is a place of information exchange and relationship development—an exposé of the challenges and opportunities of our time so that we may consider solutions to our challenges and ways to take advantage of our opportunities.

As we reflect on our good fortune living in a place of such natural beauty, stable government, and economic prospects, let us be mindful that, as we learned in two of the past three summers, we are not exempt from smoke that billows from fires elsewhere—and there are many kinds of fires—ignited by fear; fanned by populism; and justified by history.

We can do better!

Someone once said: 'You don't have to be good all the time. Just when it matters!' In this context, I define *good* as *inspired, inventive, collaborative, passionate, and dedicated to achieve positive change.*

Note to self—'It matters!' GH

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SUMMIT AT-A-GLANCE

- Registration..... **8:30 am – 5 pm**
- Pre-Summit Session **8:30 – 10:30 am**
Tech Showcase – *Innovation on Vancouver Island*
Shaw Auditorium | sponsored by Innovation Island
- Tradeshow Opens..... **10:30 am**
Newcastle Island Lobby, Walkway, Shaw Auditorium Lobby
sponsored by Array Web & Creative
- Opening Luncheon and Presentation **12 – 1:30 pm**
John Horgan PREMIER, British Columbia
Mt. Benson Ballroom | sponsored by EDC
- Concurrent Breakout Sessions **1:30 – 3 pm**
- p 25** **STREAM 1 – TECHNOLOGY**
Connected Communities – Digital by Design
Departure Bay Room | sponsored by ICET
- p 30** **STREAM 2 – INDUSTRY**
Tourism – Thriving Orcas, Thriving Communities
Shaw Auditorium | sponsored by Black Press
- p 36** **STREAM 3 – COMMUNITY**
Food & Shelter – Finding Ways to Make a Difference
Nanaimo River Room | sponsored by VIREB
- p 42** **STREAM 4 – DEVELOPMENT**
Entrepreneurs Panel: Zymurgy – Why this ancient practice now thrives on Vancouver Island
Duke Point Room | sponsored by SBBC
- Tradeshow Networking Break..... **3 – 3:30 pm**
Newcastle Island Lobby, Walkway, Shaw Auditorium Lobby | sponsored by Seaspan
- Concurrent Breakout Sessions **3:30 – 5 pm**
- p 26** **STREAM 1 – TECHNOLOGY**
Climate Change Adaptation & Mitigation – What does it mean for the Island?
Shaw Auditorium | sponsored by FortisBC
- p 31** **STREAM 2 – INDUSTRY**
FTZVI – Investor’s Forum
Departure Bay Room | sponsored by Port Alberni Port Authority
- p 37** **STREAM 3 – COMMUNITY**
Looking for Skilled Labour? Answers may be closer than you think.
Duke Point Room | sponsored by CPABC
- p 43** **STREAM 4 – DEVELOPMENT**
Island Wood Industries – Waste Wood Recovery & Fire Mitigation
Nanaimo River Room | sponsored by Inland Group
- Cocktails and Networking..... **5 – 6:30 pm**
Newcastle Island Lobby, Walkway, Shaw Auditorium Lobby | sponsored by CCCU
- Summit Dinner and Presentation..... **6:30 – 8:30 pm**
Susan Mowbray Partner-Consulting, MNP
Mt. Benson Ballroom | sponsored by MNP
- Champagne Dessert Reception..... **8:30 – 10 pm**
Newcastle Island Lobby | sponsored by Vancouver Island Conference Centre

SUMMIT AT-A-GLANCE

- Tradeshow Re-opens **7 am**
Newcastle Island Lobby
- Breakfast Buffet **7:30 – 8 am**
- Summit Breakfast and Presentation **7:30 – 9 am**
Peter Hall Vice-President and Chief Economist, Export Development Canada
Mt. Benson Ballroom | sponsored by BC Ferries
- Concurrent Breakout Sessions **9 – 10:30 am**
- p 27** **STREAM 1 - TECHNOLOGY**
Aquaculture – Challenges & Opportunities
Shaw Auditorium | sponsored by BC Salmon Farmers Association
- p 33** **STREAM 2 - INDUSTRY**
Facilitating Access to Global Talent – Immigration Programs & Services to Source, Recruit & Retain International Talent
Nanaimo River Room | sponsored by Chemistry Consulting
- p 38** **STREAM 3 - COMMUNITY**
Campbell River & Region – Making Shift Happen!
Departure Bay Room | sponsored by Jim Pattison Broadcast Group
- p 44** **STREAM 4 - DEVELOPMENT**
Circular Economy – An Ideas Jam
Duke Point Room | sponsored by Hemlock Printers
- Tradeshow Networking Break..... **10:30 – 11 am**
Newcastle Island Lobby, Walkway, Shaw Auditorium Lobby
sponsored by Northwest Properties
- Concurrent Breakout Sessions **11 am – 12:30 pm**
- p 28** **STREAM 1 - TECHNOLOGY**
The Here, Now and Soon of Clean Tech!
Duke Point Room | sponsored by Reliable Controls
- p 34** **STREAM 2 - INDUSTRY**
Mindful Travelers & the Future of Tourism
Departure Bay Room | sponsored by HA Photography
- p 40** **STREAM 3 - COMMUNITY**
Gender Equity – Good for Business & Here’s How
Shaw Auditorium | sponsored by TD Bank
- p 45** **STREAM 4 - DEVELOPMENT**
‘Island Good’ is Great!
Nanaimo River Room | sponsored by Community Futures, Island Coastal
- Closing Luncheon and Political Panel **12:30 – 2 pm**
Robert Asselin Fellow, Public Policy Forum
Shachi Kurl Executive Director, Angus Reid Institute
Mt. Benson Ballroom | sponsored by VIU
- p 47** **BONUS Session** **2:30 – 4:30 pm**
Today and Beyond – Sino-Canadian Investment and Business Perspective
Departure Bay Room | sponsored by FTZVI



EDC

Peter Hall
Vice-President and
Chief Economist, Export
Development Canada

Export Development Canada (EDC) is a financial Crown corporation dedicated to helping Canadian companies of all sizes succeed on the world stage.

As international risk experts, we equip Canadian companies with the tools they need – the trade knowledge, financing solutions, equity, insurance, and connections – to grow their business with confidence. Underlying all our support is a commitment to sustainable and responsible business.

For more information and to learn how we can help your company, call us at **1-888-434-8508** or visit **www.edc.ca**.



Vancouver Island University supports the social and economic vitality of Vancouver Island and coastal BC

through a commitment to student access, achievement and personal attention. VIU offers students the opportunity to experience the best of educational activities and student life through small class sizes, hands-on research, and community service. With more than 14,500 students enrolled at its main campus in Nanaimo, regional campuses in Duncan and Powell River, and campus centre in Parksville, VIU provides a wide range of educational opportunities from fundamental literacy skills through trades and technical programs to undergraduate and graduate degree programs.

VIU not only prepares graduates to be ready for today's work force, but also to act as informed and engaged citizens now and in the future. Find out more at viu.ca.



BC Ferries is one of the largest ferry operators in the world.

For almost 60 years, we have proudly provided safe, efficient, year-round travel up and down the west coast of British Columbia. We offer more than just marine transportation. BC Ferries provides an essential link that connects coastal communities and facilitates the movement of people, goods and services. BC Ferries began in 1960 with two ships, two terminals, and around 200 employees. Today, we operate 35 vessels that regularly transport vehicles and passengers to 47 destinations. Our 25 routes cover more than 1,600 kilometres of coastline. Our service is more popular than it has ever been. In the last year, we carried a record 8.9 million vehicles, and our passenger levels were the second highest in the company's history at 22.3 million.



MNP is proud to be back as a Platinum sponsor of this year's VI Summit. Our Island economy continues to evolve—and with change comes opportunity. As business leaders, our challenge is to anticipate and adapt to these changes while charting a course for the future. No matter what success you've earned or challenges you've faced, every day is a new opportunity to ask, "Where do we go from here?"

Wherever your vision takes you, our goal at MNP is to be right there beside you—providing clear, straightforward advice as your partner in business. With five offices on the Island and more than 80 locations across Canada, we offer the unique combination of strong local presence and personalized approach, backed by the expertise and resources of a large national firm.

For our Vancouver Island team, this is a place we are proud to call home. It truly is an *island* of opportunity. We look forward to connecting with you at this year's Summit and working with you in the year ahead to build strong businesses and communities across the Island.

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HONOURABLE JOHN HORGAN

Premier of British Columbia

Keynote Presentation | Day 1 – Opening Luncheon 12 - 1:30 pm



John Horgan was sworn in as Premier of British Columbia on July 18, 2017. He began his service as an MLA in 2005, when he was elected to represent the riding of Juan de Fuca on southern Vancouver Island.

He has been re-elected three times, most recently as MLA for the new riding of Langford-Juan de Fuca in 2017. He became leader of the BC NDP in 2014. Under his leadership, the BC government is increasing the affordable housing supply and working to moderate the real estate market; providing child care fee reductions and creating new licensed spaces around the province; and, eliminating Medical Services Plan fees, freezing ferry fares, and removing bridge tolls.

The government is also delivering better, faster healthcare for people in all corners of British Columbia; building new schools and improving learning environments; and, making record investments in transportation and infrastructure to create good jobs and more liveable, connected communities.

Premier John Horgan and the BC government is investing in the people of British Columbia to build a strong, sustainable economy, deliver the services people count on, and make life better and more affordable for everyone in BC.

SUSAN MOWBRAY

Partner, Consulting—MNP

Keynote Presentation | Day 1 – Summit Dinner 6:30 - 8:30 pm



Susan is a Partner in MNP's Economics and Research Practice. She has more than 20 years of experience in economic modelling and applying economic analysis in a variety of contexts and 15 years of experience in project management. Susan's work has included assignments for public sector organizations, industry associations and private companies and has spanned a wide range of industries. She has extensive experience working with clients involved in the aquaculture, transportation, healthcare, non-profit, utilities, education, manufacturing and automotive sectors.

Susan has a deep understanding of the regional nature of BC's economy and the factors that affect the economy of Vancouver Island. She has worked on a number of projects related to economic development on the Island including the development of economic indicators for economic development agencies, the assessment of the economic impacts of proposed developments, and periodic updates to the data used for the community profiles on the Trade and Invest British Columbia website. Susan holds a MA in economics from Simon Fraser University, has taught in the School of Business at BCIT and is a member of the Association of Professional Economists of BC.

PETER HALL

Vice-President and Chief Economist, Export Development Canada

Keynote Presentation | Day 2 – Summit Breakfast 7:30 - 9 am



Peter joined Export Development Canada (EDC) in November 2004. With over 25 years of experience in economic analysis and forecasting, he is responsible for overseeing EDC's economic analysis, country risk assessment and corporate research groups. In addition to preparing strategic advice for senior management at EDC, Peter is a featured speaker at conferences, international roundtables and policy fora, and regularly appears in television, radio and print media commenting on the world economy and Canadian international trade issues. He produces a widely circulated print and video weekly commentary covering an eclectic range of current global economic issues.

KEYNOTE SPEAKERS



DAN HURLEY

Acting Director, Communications and Public Engagement,
Vancouver Island University

MODERATOR: Political Panel | Day 2 – Closing Luncheon 12:30 - 2 pm

Dan has more than 20 years of experience as a senior communications, public affairs and philanthropy leader primarily in the education sector. He is also a former broadcast journalist with CBC Radio, and political advisor to federal cabinet ministers and MPs in Ottawa. Dan holds a bachelor's degree in Canadian studies from the University of Winnipeg, a master's degree in journalism from Carleton University, and is an accredited, public relations professional. Dan is active on several boards including as chair-elect of the Vancouver Island Economic Alliance (VIEA), trustee with the Canadian Museum of Immigration at Pier 21 in Halifax, and director with the Quadra Education Foundation.



ROBERT ASSELIN

Fellow, Public Policy Forum

Political Panel | Day 2 – Closing Luncheon 12:30 - 2 pm

Robert joined BlackBerry in 2017 as Senior Global Director, Public Policy. In 2017, he was appointed Senior Fellow at the Munk School of Global Affairs and Public Policy at the University of Toronto and Fellow at the Public Policy Forum. From 2015 to 2017, he served as Policy and Budget Director to Canada's finance minister. From 2007 to 2015, Robert was Associate Director of the Graduate School of Public and International Affairs at the University of Ottawa. In 2014, he was Visiting Public Policy Scholar at the Woodrow Wilson International Center for Scholars in Washington, D.C. Robert was a policy advisor to Prime Ministers Paul Martin and Justin Trudeau.



SHACHI KURL

Executive Director, Angus Reid Institute

Political Panel | Day 2 – Closing Luncheon 12:30 - 2 pm

As ED of Angus Reid, Shachi can be found offering analysis on CBC's *At Issue*, Canada's most-watched political panel, in the *Wall Street Journal*, *The New York Times*, *The Globe and Mail*, and on the editorial pages of *Ottawa Citizen*, among other places. At the Institute—Canada's non-profit foundation committed to independent research—she works with public opinion data to further public knowledge and enhance the national understanding of issues that matter to Canada and the world. She spent the first part of her career as a political reporter and holds a degree in journalism and political science from Carleton University.

Shachi is a recipient of the prestigious Jack Webster Award for Best TV Reporting. Along with former Australian and UK Prime Ministers, Julia Gillard and Margaret Thatcher, she is an alumnus of the US State Department's International Visitor Leadership Program. Her expertise has been sought by policymakers who have invited her to testify before parliamentary committees at the House of Commons.

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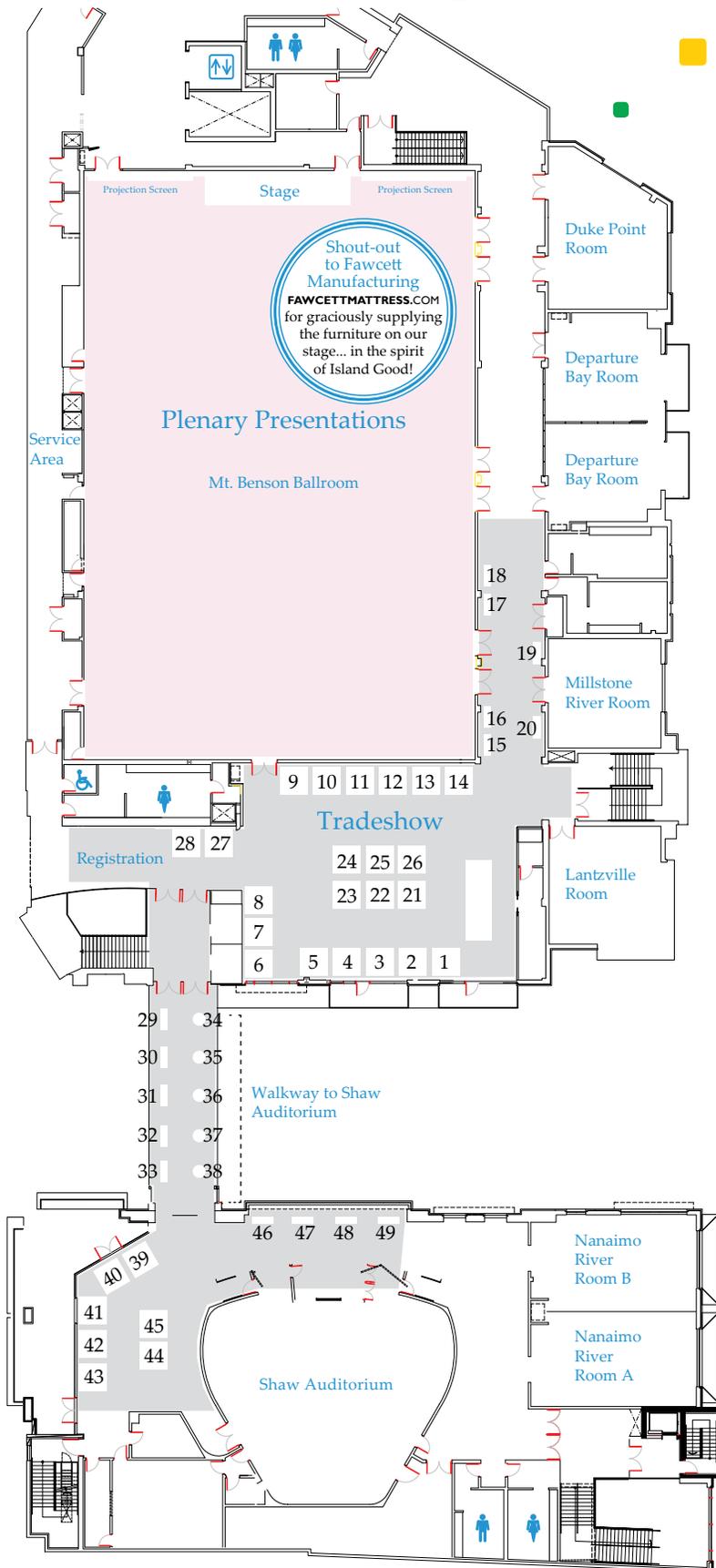


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ANDREW JOHNSON



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2. what happens when you book your event at the VICC



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Community Futures Island Coastal

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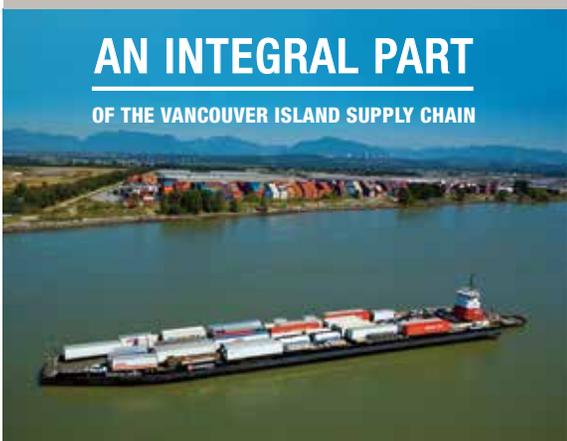
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CONNECTED COMMUNITIES – DIGITAL BY DESIGN

DEPARTURE BAY ROOM
DAY 1 • 1:30 pm

Communities do not become digitally-enabled by chance; it happens by design. Learn how Vancouver Island communities are using connectivity to step up their digital bench-strength to build identity-rich, place-based, resilient economies. Hear firsthand how connectivity is a regional game-changer when it comes to redefining BC's rural and coastal advantage!

sponsored by **ICET**

COLLEEN MCCORMICK - MODERATOR

Connected Communities Lead, Ministry of Citizens' Services

The Connected Communities program is a key government initiative aimed at addressing the digital divide through economic inclusion and digital empowerment. Colleen is also a member of BMW Foundation's Responsible Leaders Network, a fellow of the Global League of Intrapreneurs, and founder of Social Innovators Network. A previous TEDx organizer, and past blogger on Intrapreneurship for *Canadian Government Executive* magazine, Colleen holds a BA in political science, an MBA, and graduate certificates from Waterloo's Social Innovation program and Harvard Kennedy School's Leading, Organizing and Action executive program.



GRAHAM TRUAX

Executive Director, Innovation Island

With over 30 years' experience working as an entrepreneur and executive in start-ups and small-medium-sized businesses, Graham is a relentless technology advocate whose enthusiasm for new concepts and ideas is infectious! Over the past six years working with Innovation Island, Graham has been honoured to have helped his small but growing client base achieve some remarkable results in the mid to north Island region; adding 160+ new tech-based jobs, \$16.2 M in new revenue and attracting \$16.9 M of early-stage technology investment to the local economy. As a savvy digital catalyst, Graham is keen to build on the power of network effects and co-opetition to Island-based challenges and opportunities!



GARY WILSON

Indigenous Engagement and Outreach Lead, Connected Communities BC

A proud member of the Hailzaqv (Heiltsuk) First Nation, Gary lives in Nanaimo with his family. Gary provides planning, policy, technical advice and support to coastal First Nations. Gary is currently on secondment as Director, First Nations Engagement with the Province of BC, providing community engagement support pertaining to the sub-sea fiber optic Connected Coast initiative. Gary is president and chair for the Aboriginal Housing Management Association and holds a Bachelor of Commerce from Royal Roads University and a MBA from Simon Fraser University.



**VICTORIA SMITH**

Senior Manager, Strategic Initiatives, Strathcona Regional District

Victoria has led inter-governmental planning, policy and infrastructure projects through senior public-sector appointments across local and state governments in Canada and Australia. Prior to joining the public sector, Victoria worked in business development within the financial services sector. Victoria holds a Master of Environment (Sustainable Regions) from Melbourne University and a bachelor's degree in design from RMIT University as well as qualifications in project management, finance and local government administration.

CLIMATE CHANGE ADAPTATION & MITIGATION - WHAT DOES IT MEAN FOR THE ISLAND?

SHAW AUDITORIUM
DAY 1 • 3:30 pm

Climate change and its impacts are top-of-mind for many Canadians. Multiple orders of government and numerous industries and businesses have engaged on this challenge, responding with plans and targets. But what does addressing climate change – both from an adaptation and a mitigation perspective – mean for Vancouver Island's residents, businesses and institutions? Join us for an engaging session to learn how adaptation planning is being developed for Island communities; how innovative solutions are being pursued and implemented to drive mitigation while supporting the economy; and to hear local examples of adaptation and mitigation. There will be opportunities for interaction so bring your ideas, your questions and your creativity as we explore the possibilities for Vancouver Island to help move the climate needle.

sponsored by **FortisBC**

**SIRAZ DALMIR - MODERATOR**

Key Account Manager, Municipalities - FortisBC

Siraz works with BC municipalities and local governments, along with key government and industry stakeholder associations to identify and implement opportunities to better use energy to advance economic development, environmental protection & climate action, and affordability & social equity. Siraz has over 20 years' experience in sales, marketing and business strategy development in the software, entertainment, wireless telecom, and energy industries. His passion is for exploring new avenues for business and government to collaborate to help communities prosper. Siraz has a bachelor's degree in political science from UBC and a MBA from Royal Roads.

**SCOTT COLBOURNE**

Gabriola Trustee, Islands Trust

Scott is serving his first term on the Islands Trust. He is a writer and consultant who spent over a decade as a columnist and editor with *The Globe and Mail*. He co-sponsored the Trust's Climate Emergency Declaration, which passed unanimously in March of 2019.

**SUMMER GOULDEN**

Climate Change Planner, ICLEI Canada BC Office (Victoria)

Summer is currently working with numerous local and regional governments across Vancouver Island and BC to help them plan for and adapt to a changing climate. She is responsible for coordinating ICLEI, Canada's work on a variety of local-level climate adaptation research, planning and implementation projects. For five years, Summer has been working in the public and private sphere to improve climate change literacy and has a particular interest in the relationship between climate change and equity.

AQUACULTURE – CHALLENGES & OPPORTUNITIES

SHAW AUDITORIUM
DAY 2 • 9 am

How will the world feed itself in 2050? With UN scientists predicting an end to commercial fisheries by 2038 and the world populations estimated at 10 billion in 2050, what role will Canada play in marine food production? What barriers do we need to overcome? What are the opportunities? How will we on Vancouver Island use our enviable ocean resources for long-term, sustainable economic benefit? Aquaculture is already a significant contributor to the Island's food production economy with lots of room for diversification and expansion. And while fish, shellfish and seaweed cultivation have little in common and are at different stages of development, one thing is clear: global demand for these products is high. How will we respond? And what will this mean for economic development in coastal communities and First Nations?

sponsored by **BC Salmon Farmers Association**

**ROCKY BOSCHMAN - MODERATOR**

Regional Director, Grieg Seafood BC Ltd.

Rocky has been managing director of Grieg since September 2016. He started as Saltwater Production Director at the beginning of 2016. Rocky has been working in BC's salmon farming industry since 1986 and has held various management positions. He holds a bachelor's degree in marine biology from the University of Victoria and a master's degree in business administration from Royal Roads. He is serving his first term as a VIEA board member.

**ABAYOMI ALABI**

President, Seed Science Ltd.

Abayomi ('Yomi) is a marine biotechnologist experienced in the biochemical, microbiological and nutritional requirements for successful aquaculture seed production. He has worked in several capacities in BC, pioneering commercial scale production of several marine species. Seed Science Ltd., is operating the only commercial scale, completely recirculating shellfish hatchery in North America. He has received several research grants and awards and has several scientific publications relevant to successful seed production.

**STEPHEN CROSS**

Co-Founder & CTO, Cascadia Seaweeds

Stephen has a MSc from UVic in marine quantitative ecology/oceanography and a PhD from the Aquaculture Institute, University of Stirling (Scotland). He is an adjunct professor and director of the Coastal Aquaculture Research & Training (CART) Network, UVic, and an adjunct professor in the Dep't of Fisheries & Aquaculture at VIU. His ongoing applied research and corporate development initiatives focus on various aspects of sustainable coastal aquaculture production. His real passion is linked to the design, engineering and commercial-scale development of Sustainable Ecological Aquaculture (SEA) systems as an organic, ecological approach to aquatic food production. He holds the first, multi-species SEAFarm license in western Canada (fish, shellfish, seaweeds) and as the CTO of Cascadia Seaweeds is working to develop a new and vibrant seaweed production sector in Canada. David is a current member and/or director on several national and international boards related to aquaculture.

**DAVID KIEMELE****Managing Director, Cermaq Canada**

David joined Cermaq in May 2016 as regional production manager for Tofino and in 2017, became managing director in charge of business performance, overseeing policies and planning, and managing and motivating Cermaq's team of 260 staff. David has worked in aquaculture for nearly 20 years. He also spent 10 years working for Tassal, an aquaculture company in Tasmania, serving as regional manager, general manager, and head of farming. He is exceptionally skilled in building solid organizational structure and developing strong teams. David is chair of the BC Salmon Farmers Association (BCSFA) and serves on the Canadian Aquaculture Industry Alliance (CAIA) board. He trained as an aquaculture technician and started his career as a technician on salmon farm sites, moving to BC the west coast to start his career in the aquaculture industry. He has studied executive management at Harvard Business School and Melbourne University and completed Harvard's Program for Global Leaders (PGL).

**MICA VERBRUGGE****Northwest Aquaculture**

Mica has a business diploma from the University of Victoria, a degree in nautical science and training in HACCP and food safety from BCIT. He is an elected board member of BC Shellfish Growers Association. He also a number of business ventures including: 1) Canadian Seafood Processing Inc. (2019) – established to facilitate processing of shellfish and other seafood; 2) Northwest Aquaculture Inc. (2013) and Effingham Oysters Inc. (2015) – a collective of oyster farms in Barkley Sound marketing and distributing "Effingham Oysters" to Canadian and International markets; 3) Mica's Sustainable Seafood Inc. (2011), including ownership of two commercial fishing boats; and 4) Whiskey Creek Christmas Tree Farm (2005) which he has owned and operated for 14 years.

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LAMONT BROOKS - MODERATOR**Vineyard Manager and Co-Owner, Symphony Winery**

Lamont grew up on a loganberry farm on the Saanich Peninsula. After completing a BSc in physics at UVic, he worked as a geophysicist, in Calgary and overseas. In 2003, Lamont moved back to Vancouver Island with his family. He and his wife planted several varieties of wine-grapes on the original family farm, and then opened Symphony Vineyard. They use 100% Saanich-grown grapes for their wines. Lamont became very interested in local and global climate science. He has been closely involved in the Wine Islands Growers Association (WIGA), serving as president, and for many years has been issuing monthly climate summaries to the Vancouver Island and Gulf Islands grape growing community. He has also given presentations at WIGA conferences on local climate change and its clear association with human-induced global warming.

**ISAIAH ARCHER****Partner and Head of Marketing, Whistle Buoy Brewery**

Isaiah holds a master's degree in sustainable development from the Blekinge Institute of Technology in Sweden. He is passionate about finding ways to improve operational efficiency, by doing more with less, and minimizing environmental impact. During his studies, Isaiah worked with a craft brewery in Sweden (Dugges Bryggeri) to create a strategic sustainability plan that was successfully applied. He spent two years working for Phillips Brewing & Malting Company in Victoria as a cellarman, along with being an avid and proficient home brewer. He has direct experience building high functioning teams and creating a world class customer experience in his role as regional retail manager for ecologist, a leading west coast apparel brand.

**TREVOR COOTES****Councillor, Huu-ay-aht First Nation**

Trevor was born and raised in Port Alberni and is a member of the Huu-ay-aht First Nation. He is serving his first term as an elected member of Executive Councilor for the Huu-ay-aht. He holds the Economic Development, Training and Employment, and External Communications portfolios and is co-chair of the Cooperative Management Board for Pacific Rim National Park. These portfolios fit well with the skills Trevor brings to the table after 18 years working in various areas of the tourism industry including accommodations, food & beverage, adventure guiding, culture, retail and campground work. Trevor has also been an events coordinator and educator. He attended Malaspina University/College (now Vancouver Island University) and took business management and hospitality management.

**GERRY EGAN****Vice President of Maintenance, Harbour Air Seaplanes**

Prior to Gerry's current position, he was a global strategy consultant and advisor for clients such as McKinsey, Citi, Goldman Sachs, Airbus, and major banks. He has also been a lead aircraft maintenance engineer for Air Canada, and the owner/CEO of a helicopter maintenance company. Gerry has an Executive MBA and an Aircraft Maintenance Engineer certification from the British Columbia Institute of Technology,

**MILES MCKINNON****Engineering Manager Systems Controls, BC Ferries**

Miles is a professionally licensed engineer managing electrical and control systems on the BC Ferries fleet. Prior to joining BC Ferries he was with the Department of National Defence providing engineering support to naval vessels of the Royal Canadian Navy. Miles has lived his life on Vancouver Island, having completed education at Camosun College and the University of Victoria.



TOURISM – THRIVING ORCAS, THRIVING COMMUNITIES

SHAW AUDITORIUM
DAY 1 • 1:30 pm

Vancouver Island is a world-renowned marine tourism destination known for its abundance of marine mammals, exceptional sport fishing and unique coastal communities. Ensuring continued success of marine-based tourism will require a proactive, pragmatic, collaborative approach.

sponsored by **Black Press**

WALT JUDAS, BC TOURISM - MODERATOR

CEO, Tourism Industry Association of BC (TIABC)

Walt has been involved in tourism for nearly 30 years, working at BC Pavco, Port Metro Vancouver and Tourism Vancouver prior to joining TIABC in 2015. As CEO, Walt leads multiple advocacy/policy files, sets the strategic course, builds relationships with members and industry stakeholders, and communicates the value of BC's visitor economy to various constituents. Walt spent 15+ years at Tourism Vancouver as VP of Marketing Communications, Membership and Sport. At present, he is on tourism program advisory committees for both Capilano University and Vancouver Community College. He also serves on the City of Vancouver's Sport Hosting Grant Committee, and is treasurer of the Better Transit and Transportation Coalition. Walt loves to travel, and especially enjoys visiting communities around BC to meet with tourism colleagues.

KARL ABLACK

Vice President, Port Renfrew Chamber of Commerce

Karl has been a business owner and consultant specializing in business, and sales & marketing, for over 30 years, developing small and medium sized companies for domestic and international markets, successfully identifying undervalued assets and bringing them to their highest and best use. Karl currently works in the private capital markets and serves as trustee, director and managing partner for the Port Renfrew Development Trust and its associated general partner, Port Renfrew Management Ltd. He is an elected member of the Port Renfrew Utility Committee, heavily involved in the decision making process for infrastructure upgrades in the region. In 2018, Karl began advocating for the recreational fishery from the economic side for the Port Renfrew Chamber of Commerce. He continues to lobby Fisheries and Oceans Canada to make science-based decisions with respect to the southern resident killer whales and Fraser River chinook salmon.

PAT AHEARN

Owner/Operator, Last Cast Guiding

President, West Coast Fishing Guide Association (WCFGA)

Pat is actively involved in the BC sport fishing community and is a dedicated volunteer on many salmon and steelhead conservation initiatives. As president of WCFGA, Pat works to encourage best practice guide operations, to increase knowledge of conservation initiatives, to support the protection of forests, soils and waters that create habitat for fish, to support member guides, to advocate for the interests of West Coast guides and to work with government on issues impacting the recreational salmon fishery. Pat is a wealth of knowledge and he has been a key support of the Thriving Orcas Thriving Communities coalition.

BRETT SOBERG

Head Captain, General Manager and the Co-owner / Operator, Eagle Wing Tours

Born and raised in Victoria, Brett has over 18 years operating within the whale watching industry in Victoria. He is known for following his heart when it comes to daily work and it shows; he still exhibits the enthusiasm that brought him here. In addition to his on-the-water skills, he brings a very creative artistic background, eight years of hotel hospitality (six years at the prestigious Delta Ocean Pointe Resort & winner of the prestigious Hospitality Award), and a crocodile hunter-like enthusiasm.

VAL LITWIN

President and CEO, BC Chamber of Commerce

Previous to the BC Chamber, Val was CEO of the Whistler Chamber of Commerce for three years. During this time, he grew its membership base, launched a world-class educational partnership with the Gustavson School of Business at UVic and reinvigorated the Chamber's brand; Whistler had one of the fastest growing membership bases last year. In 2007, Val co-founded the first-to-market concept, Blo Blow Dry Bar, which has grown to more than 70 locations worldwide. In 2011, as VP of Franchise Operations at Nurse Next Door, Canada's largest homecare company, he helped drive the franchise into the US market – adding almost 70 locations in under three years. Val is also well-versed in the social enterprise space. In 2002, he co-founded Extreme Kindness and launched volunteer tours and a web series based on committing *random act of kindness* across Canada and the US. The tours evolved into a best-selling book on corporate social responsibility and the power of communities to build social capital.

FTZVI – INVESTOR'S FORUM

DEPARTURE BAY ROOM
DAY 1 • 3:30 pm

Over the past three years, VIEA has developed business cases aimed at gaining the attention of those wishing to invest in Vancouver Island business. Last year the summit delivered a broad view of foreign investment opportunities in four sectors. Come and listen to the people that have invested and are taking their ideas to the world. Hear about new and exciting opportunities that have potential to rejuvenate Island communities while generating wealth and attracting foreign investment partners.

sponsored by **Port Alberni Port Authority**

BILL COLLINS - MODERATOR

Principle, CollinsWorks Ventures Inc.

CollinsWorks Ventures Inc. is a Vancouver Island business with a mandate to foster growth in existing enterprise and to bring new and innovative ideas to market. Bill has ownership roles and board positions in a number of companies including his current position as chairman of Quester Tangent Corp. an advanced manufacturing firm on the Saanich Peninsula. He has a BSc in geology and a Master of Science degree from Memorial University of Newfoundland. Bill has a passion for creating and executing sound business plans and a strong belief in Vancouver Island business growth opportunity. He was part of the team in VIEA's successful application for Vancouver Island's designation as a Foreign Trade Zone.

**RICHARD EGLI**

Managing Director, Alacrity Foundation

Alacrity is a venture builder that invests in and supports entrepreneurs creating thriving technology companies. Richard spearheaded Alacrity's Investor Readiness Program, which brought \$225M in investment to the BC technology sector. He runs the Clean Tech Scale Up program connecting BC cleantech companies with global export and investment opportunities in rapidly developing areas. Richard also manages the strategic direction and operation of the foundation, serving on advisory boards of multiple technology startups. He is an investor in technology companies and real estate, involved in development projects with values upward of \$50M across the US and western Canada. He continues to source and provide unique work spaces in the growing tech community of Victoria. Richard has a BComm in entrepreneurship from Royal Roads and a MBA from UVic with a specialization in real estate, venture capital, and finance.

**MIKE WILLIAMSON**

Founding Partner and CEO, Cascadia Seaweed Corp.

Cascadia Seaweed is growing to be BC's largest profitable marine plant company. Born in Halifax, Mike has had a long relationship with the sea, proudly serving in the Royal Canadian Navy for over 30 years. A number of shore-based, sea-going and overseas postings, culminated in three years as commander of Canada's west coast naval base. In the last 10 years, he has been an entrepreneur, businessman and leader of companies in energy, security, education and the environment. Leveraging his formal education (BSc, MBA, CSC/NSSC), Mike is a graduate of the *school of hard knocks* and continues to be a lifelong learner. He believes the best part of his biography is currently being written. Thanks to a group of amazing partners, Cascadia is working with communities, First Nations groups, and a strong network of suppliers and customers, to ensure sustaining value from the sea.

**MARK SMITH**

President & CEO, Query Capital, Query Technologies Corp., Query CX

Mark is the president and CEO of Query Capital Corp., Query Technologies Corp., and Query CX, a boutique customer experience (CX) consultancy. Query Capital, with a focus on Vancouver Island, partners with exceptional founders and management teams to create and fund companies to get them from start-up to scale. Project companies are identified with the objective of prototyping and launching locally with an overall objective to export the products and services nationally and internationally. Mark is an active leader in the Customer Experience Professional's Association (CXPA) and also serves on several boards including VIEA, where he is currently the board chair.

NANAIMO RIVER RM
DAY 2 • 9 am

FACILITATING GLOBAL TALENT: FEDERAL AND PROVINCIAL IMMIGRATION PROGRAMS & SERVICES TO SOURCE, RECRUIT & RETAIN INTERNATIONAL TALENT

Can't find enough qualified workers locally? Employers are having to cast their nets wider to meet their workforce needs in many industries across the labour market. Foreign workers and newcomers represent a diverse talent pool for employers and HR practitioners to tap into. Join us for an interactive session to learn how to use immigration as another tool to round out your hiring kit. Attendees will come away from the session better equipped to use federal-provincial government immigration programs to bring foreign talent to Canada. You will have the opportunity to ask any questions you have about Canada's immigration system.

sponsored by **Chemistry Consulting**

**JEAN MCRAE - MODERATOR**

Chief Executive Officer, Inter-Cultural Association of Greater Victoria (ICA)

Jean is sector co-chair for Pathways to Prosperity, president of the Affiliation of Multicultural Societies and Service Agencies of BC (AMSSA), and represents AMSSA on the National Settlement Council, the Canadian Immigrant Settlement Sector Alliance. She co-chaired the Western Region Working Group, and served on the Executive Committee of the Canadian Council for Refugees, UVic's Institute for Community University Engagement Council, as co-chair of the National Working Group on the Attraction and Retention of Immigrants and Refugees to Smaller Communities, and the Advisory Council for Royal Roads' School of Communication and Culture. Jean has worked in immigrant and refugee services since 1982. At ICA, Jean has led two very popular local arts festivals, and was the local lead in Operation Syria, working to bring Syrian refugees to her community.

**AIREEN LUNEY**

Manager, Program Development & Promotion Immigration Programs Branch, Ministry of Jobs, Trade and Technology

Aireen is responsible for the development of the marketing framework and for managing the marketing-outreach-promotion portfolio for the Program. Aireen also leads all external stakeholder engagement and communication for the Branch. Prior to joining the Immigration Programs Branch (BC PNP), Aireen had extensive experience in all aspects of human resource management with the BC Public Service Agency. She has a BA from UVic and speaks four languages.

**HEATHER MICHAUD**

Outreach Officer Immigration (BC & Yukon), Refugees and Citizenship Canada

Heather's role is to demystify work permit and permanent residence programs, and explain how Canadian employers can use the immigration system to attract and retain talent, fill skills gaps in the workforce, and help drive economic growth. Outreach officers across Canada provide up-to-date information about economic immigration initiatives, including the Global Skills Strategy, International Mobility, and Express Entry. A foreign service officer with IRCC since 2000, Heather has served in Canada's international migration offices in Lebanon, Singapore, India, the USA, and Kenya as well as at IRCC headquarters in Ottawa. She holds a BA and MA from the University of Calgary.

**LINDA RYAN****Employment Liaison Specialist, BC Construction Association**

Coach, consultant and change management specialist, Linda has dedicated her career to working with multiple stakeholders; bringing people and process together. Hands-on experience in management, corporate communications and leadership coaching has enabled her to support semi-state, for-profit and not-for profit initiatives grow their impact. A dual Irish-Canadian citizen and Vancouver Islander, Linda now dedicates her time to building collaborations in the construction industry between employers, professional bodies and settlement services. As an employment liaison for the BC Construction Association-Integrating Newcomers program, Linda ensures skilled immigrants successfully transition their careers and lives to Canada, resulting in stronger communities, industries and economies.

MINDFUL TRAVELERS & THE FUTURE OF TOURISM

Tourism is a leading generator and contributor to quality of life on Vancouver Island. While the industry has long *flown under the radar*, recent growth in visitor numbers has brought the industry into mainstream consciousness and some communities are beginning to ask 'when is enough, enough?' Industry experts will share their perspectives on responsible tourism best practices and approaches to ensuring the long term viability of our visitor economy.

sponsored by **HA Photography**

DEPARTURE BAY ROOM
DAY 2 • 11 am

**ANTHONY EVERETT - MODERATOR****President & CEO, Tourism Vancouver Island**

Anthony began his 30+ year tourism career at The Butchart Gardens in visitor services and then establishing the Media Relations department. In 1999, he was recruited to Tourism Victoria and in 2003, joined Tartan Public Relations. From 2006 to 2015, Anthony led the Northern BC Tourism Association; from 2011 to 2017, he chaired the 2015 Prince George Canada Winter Games Host Society. Anthony has served on the Myeloma Canada Board of Directors and the Canada Games Council board since 2016, go2HR (2012 to 2016) and as co-chair of the 2015 Canada Winter Games Ambassador Program (2012 – 2015). He graduated from the ICD-Rotman, Directors Education Program and has earned the Institute of Corporate Directors, ICD.D. Anthony has been awarded the Canadian Sport Tourism Alliance Prestige Award, the Queen Elizabeth II Diamond Jubilee Medal, and 2015 Prince George Citizen of the Year.

**MICHELLE HALL****Vice President, Surfrider Canada**

As part of a large network of ocean defenders with the Surfrider Foundation, Michelle leads a team of volunteers and advocates for ocean preservation and enjoyment. Working on sustainable development through collaboration with diverse stakeholders, Michelle creates programs and campaigns that ultimately protect the ocean and the ecosystems we survive by. Michelle is currently a student at Royal Roads studying environmental practice with an interest in ocean conservation, sustainability and environmental policy. Between saving the world *one piece of debris at a time*, Michelle also welcome guests around the world to enjoy her home, a retreat in Tofino where she teaches visitors how to take care of the environment.

Michelle is at her best when she has spent time in the ocean, either playing in the surf, paddling on still waters, walking her dog on the beach, swimming in bioluminescence, or sleeping in the sand.

**PAUL NURSEY****President and CEO, Destination Greater Victoria**

Paul joined Destination Greater Victoria in 2014. He is an experienced senior tourism leader and progressive tourism marketing, strategy and branding expert with 20 years of tourism-related leadership and management experience including positions with the Canadian Tourism Commission, Rocky Mountaineer Rail Tours, Mount Seymour Resorts and Tourism Vancouver—the Greater Vancouver Convention and Visitors Bureau. Paul serves on the board of the Tourism Industry Association of BC as chair of the Policy Committee, and the Tourism Industry Association of Canada as the Advocacy Committee chair. To date, successes at Destination Greater Victoria include accommodation occupancy rates increasing from 66% in 2014 to 76% in 2018, with seasonality significantly reduced; increased conference business; and his assumption of responsibility with Sporthost Victoria to partner on sports tourism. Paul holds a degree in regional planning from Simon Fraser and completed the Executive Development in Tourism program at the University of Hawai'i at Mānoa.

**TRINA WHITE****General Manager, Parkside Hotel**

Trina has a diverse background in the hotel business with more than 16 years of experience, including 13 years in management roles. She specializes in leadership, team building and sustainability in the workplace. Her career began as an adventure tour guide, before she moved into hotels. Once there, Trina worked in a variety of positions, from sales to conference services to guest service manager. White is known for her commitment to integrating environmental practices into everyday business. In 2010, *Hotelier* magazine recognized her work in this area in a feature story. Trina also teaches at Royal Roads University in the School of Tourism and Hospitality Management.

FOOD & SHELTER – FINDING WAYS TO MAKE A DIFFERENCE

NANAIMO RIVER RM
DAY 1 • 1:30 pm

Food and shelter are imperative to a quality of life that many find difficult to attain. Panelists will share inspiring initiatives that can be replicated in other communities and provide some on-the-ground information about projects aimed to address growing social needs. Loaves and Fishes Food Bank and its Food 4U Recovery Program is turning scarcity into abundance. The District of Tofino has formed the Tofino Housing Corporation and entered a unique partnership with BC Housing delivering two projects on the west coast. BC Housing's HousingHub is working to create partnerships to provide affordable housing on Vancouver Island.

sponsored by **VIREB**

SIGNY MADDEN - MODERATOR

Executive Director, United Way of Central & Northern Vancouver Island
UWCNVI tackles poverty and other social issues through funding local programs (91 programs this year helping 42,000 people), facilitating solutions to solve complex problems (e.g. in two years the Nanaimo Housing First program has housed 20 of the most chronic local homeless in market rent apartments), and invests in community resources (launched the bc211 directory of services in 2017). Prior to United Way, Signy was GM of Vancouver East Cultural Centre and executive director of Vancouver-based social enterprise, Picasso Café, helping former street youth gain education and employment. As a fundraising consultant, Signy led local charities to build Eden Gardens dementia care facility, Haven and Hospice Society facilities and to restore the historic Kinsol Trestle.

MALCOLM MCNAUGHTON

Regional Development Director, Vancouver Island Region - BC Housing
Since joining the commission in 2016, Malcolm has been involved in the delivery of over 1,500 housing units in the Lower Mainland and Vancouver Island region. He has over 20 years of experience in land development, development consulting and land use planning, working extensively in both the public and private sectors in both Canada and the United States. Malcolm has worked with non-profits and local government in different communities to create partnerships for the purpose of building new affordable housing. Malcolm holds a bachelor's degree in geography from UVic and a master's degree in urban planning from the University of Arizona.

PETER SINCLAIR

Executive Director, Loaves & Fishes Community Food Bank
Peter has served as the executive director of Loaves and Fishes Food Bank since 2011. He serves on the board of Food Banks BC. He has a bachelor's degree in commerce, specializing in entrepreneurship from UVic and a master's in divinity from Regent College. Loaves and Fishes' highly successful Food 4U food recovery program has dramatically increased the amount of healthy nutritious food available to people in need while at the same time saving over one million pounds of food from ending up in the landfill every year. Peter is passionate about sharing his expertise and experience to help others set up food recovery programs in their communities.

IAN SCOTT

Interim Executive Director, Tofino Housing Corporation

Ian is a community and urban planner with 18 years of experience in sustainable community planning and design, downtown and community planning, and urban and affordable housing development. Ian is principal of his own planning consulting firm, which he has operated for the past seven years. Previously, he worked as a development and policy planner for three local governments in the Victoria region. At the start of his career, Ian worked in the non-profit sector in conservation, local economic development and First Nations community and territory planning and mapping. Ian has developed a passion and expertise in affordable housing. A background in geography, environmental studies and GIS mapping complements his passion for creating liveable, sustainable communities as an urban and community planner. He understands green development and has worked on Passive House and LEED projects.

LOOKING FOR SKILLED LABOUR? ANSWERS MAY BE CLOSER THAN YOU THINK

DUKE POINT ROOM
DAY 1 • 3:30 PM

If you think it's difficult now, imagine what it will be like in the coming years as the population of 20 to 65 year-old Islanders declines at the same time that the number of people choosing retirement increases. Smart organizations are thinking about options, and even smarter ones are working with post-secondary institutions to source student talent much earlier in the labour pipeline. This panel will provide an overview of options to engage students while they are still expanding their skills through work-integrated learning such as co-op and internships. Panelists will share benefits of work-integrated learning, tips on how to recruit and work with students, insights into funding options, highlight a special initiative underway right here on the Island and even tell a few success stories to inspire you.

sponsored by **CPABC**

ROBERTA MASON - MODERATOR

Associate VP, Student and Academic Services, Royal Roads University (RRU)

RRU is located on the ancestral lands of the Lekwungen and Xwsepsum families in what is now referred to as Victoria, BC Canada. As a career higher education administrator, Roberta is committed to excellent, responsive student service for the benefit of individuals and society as a whole. In her roles at one college and three universities in Ontario and BC, Roberta has been involved with student experiential learning and community engagement for over 30 years. She has owned a small business, served on non-profit boards, taught university and college credit courses, and been an invited speaker and workshop presenter. She holds a BAsC and MSc from the University of Guelph and is completing her PhD at UVic in curriculum and instruction.

ANITA BUDISA-BONNEAU

Coordinator Work Integrated Education, North Island College

Anita is a faculty member at North Island College and manages the Student Employment Services office, co-operative education and work integrated learning programs. She enjoys working in post-secondary education because she has the unique opportunity to work closely with both students and employers. She strives to create strong relationships and win-win situations for both students and employers engaged in work integrated learning. Anita regularly organizes industry employer events and is proud to initiate new partnerships that can offer more opportunities for students in experiential education.

**VANESSA RABER**

Co-op Coordinator, Gustavson School of Business - UVic

Vanessa works with and connects two main stakeholders: co-op students in the Bachelor of Commerce program and organizations in the accounting, finance, banking and insurance sector. A strategic thinker and *people connector*, she perceives co-operative education as a win-win solution to the hiring needs of employers across all industries and the universities' responsibility to provide experiential education opportunities that prepare their students for life after graduation. Vanessa has a master's degree from the Friedrich-Alexander University in Nuremberg, Germany. After moving to Victoria eight years ago, she completed a diploma program in intercultural education at UVic and started working with the UVic Co-op and Career Services team.

**DAVID WOODWARD**

Work Integrated Learning Coordinator Centre for Experiential Learning, VIU

David specializes in post-secondary and graduate education through cooperative education, internships, career services, and professional development activities. He is also chair of the Centre for Experiential Learning. A key focus is to connect MBA candidates and computing science and engineering students to the professional world through class instruction, events, direct marketing, and competitions. During his 17 years in experiential learning, David has worked with international and domestic students, employers and organizations related to computer sciences, physical and environmental sciences, engineering and business. Areas of particular interest are: transitioning from the academic environment to the world of work, and how to best affect the pedagogical learning attached to that learning process.

CAMPBELL RIVER & REGION – MAKING SHIFT HAPPEN!

The Strathcona region with Campbell River at its hub has successfully diversified its economy over the past decade. Through a tailored economic development approach and initiatives such as CRAvantage and the Modern Entrepreneur Series focused on business retention and expansion, the region has fostered a foundation that supports innovation and an entrepreneurial mind-set across the community lending itself to continued diversification, growth, and investment. Find out what's working in the Strathcona region and where it's headed.

sponsored by **Jim Pattison Broadcast Group**

ROSE KLUKAS - MODERATOR

Economic Development Officer, City of Campbell River

Economic activity in Campbell River is flourishing. As EDO, Rose manages industrial and commercial inquiries, creates innovative initiatives that support existing businesses and promotes Campbell River as an investment friendly community. Recognizing today's global economy requires regional collaboration. Rose's approach of communication and relationship building is key to creating sustainable economic development opportunities for Campbell River.

**DAVID BAAR**

Manager of the Centre for Applied Research, Technology and Innovation, North Island College

David has a PhD in condensed matter physics and MSc in engineering physics. He is an inventor on more than 25 granted patents, and has been responsible for more than 60 patent applications and many research publications to date. David has had founding and senior management roles in several technology companies over the past 25 years, and is an active investor and advisor.

**SHANNON BAIKIE**

Regional Manager, Community and Labour Market Services, North Island Employment Foundations Society

With a background in the private and non-profit sectors, Shannon brings a unique skill set to both sectors and understands how both can work together. In today's economy, collaboration and partnerships are key to driving community economic and workforce development and people, business and community are her passion. Shannon has a master's degree in community economic development from UVic and is a Certified Career Development Practitioner. The businesses and organizations in which Shannon has held senior leadership positions in the past 20+ years have been recognized with numerous awards for excellence in business; human resources; career development; diversity leadership; and community achievement. Shannon is serving her first term as a VIEA board member.

**NAOMI TABATA**

Manager of the Centre for Applied Research, Technology and Innovation, North Island College

Naomi works to connect the talented faculty and students at North Island College with community businesses and organizations to create meaningful and mutually beneficial applied research projects. North Island College's research areas of strength are varied and include aquaculture, indigenous language, healthcare, and technology. Naomi has over 20 years of experience specializing in project management and grant writing for post-secondary and non-profit organizations. She serves on several community and professional committees and is a passionate advocate for technology, education and healthy communities. She holds an undergraduate degree in biology from UBC and a Master of Arts in leadership from Royal Roads University.

**ANDREAS (DRE) HAGEN**

Co-owner, Study-Build

Andreas was born and raised in Campbell River. He co-founded iLab Solutions, a software-as-a-service company that helps facilities at universities, hospitals and research institutions make their skills, equipment and time available to researchers. More recently, he and his wife Danielle founded Study-Build, a rural design studio based on Quadra Island. Their goal is to collaborate with neighbours and friends to support, design and build locally inspired businesses and built-spaces that meet important challenges articulated by the community. Prior to iLab Solutions, Andreas spent several years as a researcher at the Dana-Farber Cancer Institute's Department of Paediatric Oncology in Boston. There, he researched genetic pathways involved in blood development and cell-death. He has published research in journals such as *Cell*, *Blood* and *Developmental Cell*. Andreas is a graduate of United World College of the Adriatic and holds an AB from Harvard University with a focus in biology and genetics. Andreas loves riding his bike and building trails in his free time.

GENDER EQUITY – GOOD FOR BUSINESS, AND HERE'S HOW

SHAW AUDITORIUM
DAY 2 • 11 am

Numerous studies have demonstrated that ensuring gender equity on boards and at every level of an organization including senior management, benefits everyone – whether it has a positive impact on the bottom line, supports increased innovation, or builds healthier communities. It's so important that in 2015, the UN included 'achieve gender equality' as one of its 17 Sustainable Development Goals – which outline solutions to the most serious issues around the world.

Despite being a progressive nation, Canada has a lot of work to do—in 2018 Canada had the **seventh largest gender wage gap** in a comparison of 42 countries. In BC, according to a 2018 Minerva Foundation report, women held only 22% of available top 50 company board seats and only 17% of available top 50 company senior executive management positions.

sponsored by **TD Bank**

JANINA STAJIC - MODERATOR

Manager, Communications and Public Engagement - VIU

Janina is a communications professional with expertise in strategic planning; project management; media relations; event planning; publication production; writing, editing and research. She currently leads the Communications and Public Engagement team at VIU. Throughout her career, Janina has been an active community member serving on a number of boards (both as a member and as chair) and volunteering her time for non-profit organizations in the communities and countries in which she's lived. Today she is on the executive of Equal Voice Central Vancouver Island and an active member of the Canadian Public Relations Society. Janina holds a master's degree in modern English literature with a focus on the writings of Indigenous women in Canada from the University of London, England.

KATE ARMSTRONG

Manager, Regulatory and Compliance - Seaspan Marine

Kate has a one-of-a-kind background—she attended a nautical science program in St. John's, NL and worked on a variety of ships over a six-year period. Following that she completed a three-year naval architecture program. Since graduation in 1988, she has worked in a number of diverse marine industries—as a naval architect with Peter Hatfield in Vancouver; a hull surveyor with Transport Canada; technical advisor/naval architect with BC Ferries; technical advisor with SeaLink; and marine surveyor in her own company before Seaspan Marine. During the course of her career, her sea-time has given her insight into the operational aspects of vessels, while her studies in naval architecture have given her technical skills, as well as the ability to communicate clearly with others inside and outside the engineering profession regarding matters in the marine industry.

DORIS BEAR

Vice President, Indigenous Banking Group - TD Bank Group

Doris is from Peguis First Nation in Manitoba. She is currently responsible for leading TD's Indigenous banking strategy where she works closely with partners across the enterprise to make TD the bank of choice for Indigenous communities and the employer of choice for Indigenous people. Doris has over 20 years experience working with Indigenous communities both in the private and public sectors. Her

career started at TD where she held a number of positions over an eight-year period. Since then, she has worked at the Treasury Board of Canada; Assembly of Manitoba Chiefs; Assembly of First Nations; and started her own consulting firm. She held executive roles at another financial institution to lead Indigenous banking strategies before returning to TD in 2017. Doris holds a Master of Business Administration from Queens University. She is married and has a beautiful daughter now attending university.



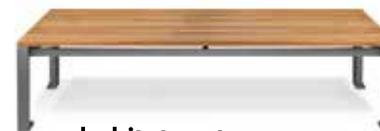
GRACE LORE

Lecturer, University of Victoria

Outside of UVic, Grace works with women's organizations like Equal Voice, the Victoria Sexual Assault Centre, and the PEI Women's Coalition, to promote women's political representation and best practices in gender-based policy. She has a PhD in political science from UBC where she studied the relationship between electoral systems, women's political representation, and the representation of gendered policy issues. She is a mom of two and was recently a candidate for Victoria City Council in the 2018 municipal election.

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ENTREPRENEURS PANEL

ZYMURGY – WHY THIS ANCIENT PRACTICE NOW THRIVES ON VANCOUVER ISLAND

Join a panel of successful Island-based entrepreneurs as they talk about how they've grown their businesses in the craft brewing, distilling and winery industries. Hear about how they've overcome challenges in their respective businesses, how they innovate to stand out, and how building local partnerships has been instrumental in helping them excel well beyond Vancouver Island.

sponsored by **SBBC**

DUKE POINT RM
DAY 1 • 1:30 pm

KATIE BISHOP - MODERATOR

District Vice President of Commercial Banking - Vancouver Island, TD Bank

Katie has over 20 years' experience in banking with the majority of her time spent with TD Bank Financial Group. Currently, she oversees teams of business bankers located in Victoria and Nanaimo offices. Having returned to the Island after 10 years in Toronto, Katie is committed to growing the profile of TD on the Island and to working closely with local business leaders to meet their banking needs. Katie is also active in her community. She serves as the treasurer for the Victoria Symphony Society, is a past treasurer for Margaret Jenkins Elementary School Advisory Council and is a host parent for Victoria Harbourcats baseball team. Katie is married with one son and on weekends can be found at hockey rinks, baseball diamonds, basketball tournaments or out on the golf course with family and friends. She is serving her first term as a VIEA board member.

TERENCE FITZGERALD

Partner, Sheringham Distillery

Terence is a multiple Grammy, Emmy and MTV award winner who spent 20 years helping create the Todd McFarlane businesses. Along the way, his projects grossed over a half billion dollars at retail via comic books, action figures, feature film/TV, animation, video games, records, music videos, licensed goods and cellphone apps. Currently, he is a partner in Sheringham Distillery, the most highly decorated distillery in Canada. Spirits and awards include Seaside Gin (World's Best Contemporary Gin at World Gin Awards, London 2019), Akvavit (Best Canadian Artisan Spirit at CASC 2018), Kazuki Gin (silver medals at San Francisco World Spirits Festival and New York International Spirits Competition 2019), and Red Fife Whisky (Best Aged Spirit in Canada at CASC 2019). A secret venture is on the horizon for Q3 2019 as well.

BRENDA HETMAN-CRAIG

Owner, 40 Knots Vineyard and Estate Winery - Comox

Brenda has an education and 30 year background in business management. Her career successes have been in building companies from the ground up, designing processes and procedures, and control-based audit systems. Brenda has many years of experience in the tourism industry as well as many years of volunteering in emergency-based services. She is a wife, mother of two daughters and grandmother of four. She believes strongly in collaboration, continuous improvement, building and supporting your team of people, and consideration to environmental and social sustainability in everything you do.



MATT PHILLIPS

Founder, Phillips Brewing & Malting Co.

Matt got his beer start homebrewing his way through university, afterwards supporting his thirst for craft beer through brewery jobs at The Grizzly Paw in Canmore AB, Whistler Brewing, Wildhorse Brewery (Penticton BC) and Spinnakers Brewpub. In 2001 he spotted a used 7BBL brewhouse and some used dairy tanks, and moved them into a 1,300 sf warehouse to create Phillips Brewing Co. A *one man show* financed by credit cards for the first few years, Phillips has grown over the last 18 years, moving twice since being established, and now includes a malting plant, distillery, two brewhouses and public tasting room. The brewery is host to a number of summer festivals, produces 70 different beers a year, and has won a number of environmental awards for its commitment to sustainability. Matt lives on a small farm outside Victoria BC with his wife, Paula, and their two young children.

ISLAND WOOD INDUSTRIES INITIATIVE
– WASTE WOOD RECOVERY & FIRE MITIGATION

The Coast Forest Sector Revitalization initiative was launched in 2018 by the BC government to encourage more value-added manufacturing and wealth generation for BC communities. With Rural Dividend funding, VIEA has begun a two-year pilot project focused on waste wood recovery and forest fire mitigation and has signed an MOU with Khowutzun Forest Services operating a parallel initiative. Cost-effective access to fibre is the key for many existing and new businesses. Find out what's happening and where it is headed.

sponsored by **Inland Group**

NANAIMO RIVER ROOM
DAY 1 • 3:30 pm



BRET TOROK-BOTH - MODERATOR

Senior Manager of Commercial Banking, Coast Capital Savings Federal Credit Union

Bret has lived on the Island since 2003 and has been overseeing the commercial portfolio in the mid-island, providing advice and services in all areas of the private and public economy from Esquimalt to Port Hardy Coast Capital Savings. He has served two terms as president of the Duncan Daybreak Rotary Club, and is the current chair of VIEA's Wood Industry sub-committee. A family man with three children, he would like to see increased economic opportunities created on Vancouver Island so that the talent trained on the Island will be able to remain on the Island. Bret is the past chair of VIEA.



CINDY STERN

Principal, Stern Sustainable Strategies Ltd.

Cindy is a professional forester with over 30 years of experience working with government and for First Nation organizations. Cindy has supported Vancouver Island First Nation communities over the past 13 years as a consultant and CEO for band administration and economic development. This followed 10 years with the BC Ministry of Forests as a district manager for South Island Forest District and Haida Gwaii, and as the regional executive director for the coast. Cindy has helped establish several economic development corporations for First Nations on Vancouver Island, and currently serves on two FN economic development boards. Her consulting services also include strategic planning for forestry and natural resource management, and policy development. Cindy values collaboration and has put together strong teams to meet project goals and develop positive outcomes.

**JIM SCHAFTHUIZEN**

Acting Executive Director, Forest Policy & Indigenous Relations Division in Forest Lands Natural Resource Operations and Rural Development

Jim is currently responsible for the coast revitalization and interior renewal initiatives. He has worked in forestry for 42 years in government and industry, in many forestry business lines including revenue, timber, silviculture, engineering, First Nations, finance, wildlife, planning, recreation, range and water. Jim received a forest technology diploma from Selkirk College in 1978, became a Registered Professional Forester (RPF) through the pupil program while gaining on-the-ground work experience. He has worked in a variety of technical, professional, management and executive positions in his career.

**MARGARET SYMON**

Planning Forester, Khowutzun Forest Services

Margaret is working with Cowichan Tribes members on the development and implementation of a number of exciting initiatives aimed at skills training and increasing forestry employment beyond seasonal levels to sustainable, year-round positions. Some current projects include a FESBC habitat restoration project, a FireSmart program to strengthen community resilience, and a multi-faceted, multi-year, fibre utilization / fuel reduction project involving multiple stakeholders. Margaret has a depth of forest management experience over several decades on Vancouver Island, and internationally.

CIRCULAR ECONOMY – AN IDEAS JAM

DUKE POINT ROOM
DAY 2 • 9 am

The shift to a *circular economy* is not only about managing waste — it presents a new economic paradigm for rethinking how we design, use, and reuse our resources (both products and services). According to the World Economic Forum, circular business models provide a competitive edge because they create more value from each unit of resource than the traditional linear take-make-dispose model, accelerating the scale-up promises to deliver substantial economic growth while creating social and environmental co-benefits. Learn more about the circular economy shift that is underway globally and locally and the opportunities it presents for businesses and communities on Vancouver Island.

sponsored by **Hemlock Printers**

**JULIE SPERBER - MODERATOR**

**Community Economic Development Officer
Gabriola, DeCourcy and Mudge Islands**

Julie is passionate about economies being vibrant, sustainable, and reflecting the uniqueness of their location. Her successful entrepreneurial pursuits, ability to connect people, and innovative thinking for positive impact has led her to her current position.

**TRACY CASAVANT**

Director, Resource Innovation - National Industrial Symbiosis Program

Integrating a background in chemical engineering and environmental studies, Tracy has been a leader in the industrial ecology field for 20 years. She recently led the Canadian pilot of the National Industrial Symbiosis Program, increasing circular economy activity in the pilot regions. Tracy also co-managed the development of the \$95M TaigaNova Eco-Industrial Park in Fort McMurray and managed the development of the first eco-industrial park master plan in Egypt.

She has been an invited speaker, globally, and also teaches industrial ecology at BCIT.

**LIZ MAZE**

Director of Partnerships and Engagement, Synergy Foundation

The mission at Synergy Foundation is to catalyze the green economy on Vancouver Island. Liz works closely with local and regional governments, academic institutions, the business community and other key partners to accelerate the transition to circular economy in our region. With a background in international law and global affairs, she applies global best practice to the local level.

**MERISSA MYLES**

Co-founder, Tree Island Yogurt

Merissa studied communication & community economic development at SFU. Her life work is focused on building healthy communities through business. At Tree Island Yogurt she works with stakeholders throughout the food system from farmers to production staff, customers and chefs. Merissa is a Top 40 Foodie Under 40 and recipient of the BC Food Processors Product of the Year award.

**PAUL SHORTHOUSE**

Senior Director, Delphi Group

Paul is a recognized economic development expert at the forefront of defining and measuring key sectors of the green economy since 2009. He leads the Delphi Group's activities in BC and their Green Economy Advisory Services nation-wide. Over the last decade, Paul has successfully directed economic impact and industry development projects, research and stakeholder engagement initiatives, and workforce studies on renewable energy, clean transportation, natural resources, circular economy/waste-to-resource, and green building/construction. Outcomes have focused on building sustainable economic development strategies to promote energy and resource efficiency, stimulate job creation, and increase investment and trade.

ISLAND GOOD IS GREAT!

NANAIMO RIVER RM
DAY 2 • 11 am

Consumer response is plain to see with a sales lift of 16.4% in our pilot project. Last year, Summit delegates raved about our all-Island Summit food and drink which is now a permanent feature of the Economic Summit. Now we've licensed Island Good with expanding numbers of producers and retailers; built islandgood.ca to serve licensees and aid consumers; and partnered with Tourism Vancouver Island to bring Island Good to tourists. Learn about our 2020 direction for Island Good and hear success stories from Island Good licensees.

sponsored by **Community Futures, Island Coastal**

**DAN DAGG - MODERATOR**

President & CEO, Hot House Marketing and H2 Digital

Aside from heading up Hothouse Marketing and H2 Digital, one of the Island's largest marketing-communications firms, Dan is also the current chair of the Greater Victoria Chamber of Commerce, a VIEA board member and chair of VIEA's Island Good committee. A graduate of UBC, Dan is also a certified advertising agency practitioner, a certified facilitator of the Pacific Institute's Investment in Excellence program and a certified digital strategist. His firm has won over a dozen international creative awards in past few years and works for local, regional and international brands.

**TAMMY AVERILL****Marketing Manager, Country Grocer**

Tammy is Mom to a fantastic 14 year old daughter and the marketing manager at Country Grocer. In that order. Tammy has been in the grocery business since 1994, both at Thrifty Foods and for the last nine years at Island-owned and operated Country Grocer. Tammy and her assistant Adrienne, oversee all aspects of the marketing department: advertising, promotions, social media and community events. The grocery business is definitely Tammy's passion. When she isn't working, Tammy and her daughter are off exploring beautiful Vancouver Island.

**DAVE BRIMACOMBE****Founder & CEO, Wayward Distillery**

Wayward is a certified craft distillery in the Comox Valley that crafts all its spirits from BC honey. Dave is a pioneer in the craft of distilling from honey and has grown Wayward from a bootstrap startup to one of the largest craft distilleries in BC. Dave spent the first 15 years of his adult life in the Canadian Armed Forces, serving in the Army as a combat engineer and the Airforce as an aircraft structures technician before teaching himself the art of distilling and retiring to pursue his dream of opening a craft distillery.

**ERIN NEELY****Market Development Manager, Comox Valley Airport YQQ**

Erin joined YQQ last fall, and quickly determined that the Island Good landmark was a good fit for the airport's concessions to better serve the 400,000 passengers that pass through the terminal annually. In her prior role as business development manager for Pacific Coastal Airlines, she oversaw seven of the Airline's coastal bases, including five on Vancouver Island and served as a board member of the Campbell River & District Chamber and chair of the Campbell River Tourism Advisory Committee. Erin has a degree in business administration, a diploma in marketing, and a passion for supporting locally produced goods.

**TODAY AND BEYOND – SINO-CANADIAN
INVESTMENT AND BUSINESS PERSPECTIVE**

 DEPARTURE BAY ROOM
 DAY 2 • 2:30 pm

Presenters Ji LiWei and Yuan Xiaopeng of the Chinese Young Entrepreneurs Association of Canada (CYEA) will share insight into Canada's advantage in attracting Chinese investment and how foreign entrepreneurs can help grow your business. CYEA represents FTZVI to the international Chinese investment community and recently completed a business tour of China engaging investors with opportunities and Foreign Trade Zone policies of Vancouver Island. CYEA will share knowledge of Chinese investment and immigration interests with implications for Island business and economy.

sponsored by FTZVI

**LEO (XIAOPENG)YUAN**

Leo is an experienced lawyer in Victoria, practicing immigration and business acquisition. He assists clients with a variety of immigration matters, including business immigration and sponsorship immigration. He also works closely with his clients to acquire, establish and maintain business interests in British Columbia.

**LIWEI JI**

Liwei is Owner of GoReefers Logistics Co., Ltd. (China) with offices in Beijing, Tianjin, Qingdao and subsidiaries in Ningbo and Shanghai. She is a director of Tianjin Confidence Technical Trading Co., Ltd. which specializes in promoting Chinese merchandise to Central American and Caribbean countries. She is also owner of Canaimo Cold Storage Company Ltd. in Nanaimo BC, providing warehousing and transportation services to Island customers. And finally, Liwei is Managing Director of Bahacan International Ltd. in the Bahamas, establishing Freeport Free Trade Zone and warehouse.

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 North Island Employment Foundations Society
 North Vancouver Island Aboriginal Training Society
 Northwest Properties
 Oceanview Diversified Solutions Ltd.
 Old City Quarter Investment Services Ltd.
 Organizational Excellence Specialists Inc
 Pacific Coastal Airlines
 Paradise Island Foods Inc.
 Parks West Business Products Inc.
 Parksville & District Chamber of Commerce
 Parksville Downtown Business Association
 Parksville Qualicum Beach Tourism Association
 Pearson College, United World College Canada
 Pheasant Glen Golf Resort
 Port Alberni Port Authority
 Port McNeill & District Chamber of Commerce
 Qualicum Chamber of Commerce
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 Young Professionals of Nanaimo

VIU Welcomes New President and Vice-Chancellor **Dr. Deborah (Deb) Saucier**



An accomplished neuroscientist, dedicated educator and experienced administrator who is Métis, Deb Saucier is deeply committed to student success, Indigenous education, reconciliation and community engagement.

She has worked at institutions across the country as a psychology professor, Tier 2 Canada Research Chair, dean, provost and vice-president, and, most recently, president of MacEwan University in Edmonton, Alberta.

"I would like to help VIU strengthen the achievements of the last decade, particularly related to the university's engagement with Indigenous learners and their communities, and increase the prominence of VIU's variety of programs, particularly in the communities that we serve, so that we can meet our commitment to providing access to high-quality education."

Visit gov.viu.ca/president for more details.



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