



# Business Development in Action

an environmental perspective

Prestige Mountain Resort & Convention Centre  
Wednesday June 10, 2009  
Rossland, BC

## Seventh Annual Columbia Kootenay Boundary CED Forum

Please mark your calendar for **Wednesday, June 10<sup>th</sup>** for the annual Community Economic Development (CED) Forum to be held in Rossland, BC.

**Who:** Those who work and volunteer in community economic development (CED), Chambers of Commerce, Community Futures organizations, government, and municipal organizations.

**What:** An annual event to discuss current regional CED issues – this year focusing on an environmental perspective to business development. This venue also offers an excellent opportunity to develop skills, build networks, and discuss solutions to collective challenges.

**When:** Wednesday, June 10<sup>th</sup>, 8:30 am – 4:30pm

**Where:** [Prestige Mountain Resort & Conference Centre](#)

**Cost:** \$25 per person (includes refreshments and lunch)

*A detailed agenda will be available in the next few weeks. For more information, please visit us online at [www.cedforum.com](http://www.cedforum.com), telephone Community Futures of Greater Trail (250) 364-2595, or e-mail [nicole@communityfutures.com](mailto:nicole@communityfutures.com).*

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## Agenda\*

8:00 - 8:30	Registration, coffee and refreshments
	Welcome:
8:30 - 8:45	Craig Adams, General Manager, Greater Trail CFDC Mayor Greg Granstrom, City of Rossland
8:45 - 9:00	Brief Introductions
9:00 - 9:30	<b>David Johnson</b> –Revelstoke Community Energy System
9:30 - 10:00	<b>Kathy Bruce</b> –Toxco Waste Management
10:00 - 10:30	<b>Jim McLaren</b> –Celgar Energy Coordinator
10:30 - 10:45	Networking break & refreshments
10:45 - 11:15	<b>Gary Tomlinson</b> –Agri-Green Biodiesel
11:15 - 11:45	<b>Speaker 5 -TBA</b>
11:45 - 12:15	<b>Speaker 6 -TBA</b>
12:00 - 1:00	Lunch Break
1:00 - 1:45	<b>Keynote Address: Greg Belland</b> –Teck Trail Operations
1:45 - 3:15	Roundtable Part 1 – Identifying Related Opportunities
3:15 – 3:30	Networking break & refreshments
3:30 – 4:15	Roundtable Part 2 – Prioritize & Initialize Identified Opportunities
4:15 - 4:30	Forum Final Wrap-up

\*Please note, agenda items are subject to change.

Community Futures of Greater Trail also wishes to invite you to participate in our working session roundtable discussions. The following is meant to provide a brief overview of the topics of discussion.

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## **Roundtable Discussions**

Community Economic Development practitioners must continually explore and evaluate new means of diversifying their local economies. With the emergence of environmentally related business activity, we must educate ourselves in the field and take advantage of existing successful initiatives. The Columbia Kootenay Boundary is fortunate to have business and industry that have demonstrated success in this field. As community representatives, we are charged with the task of building upon these successes and identifying new opportunities.

The focus of this year's Roundtable working groups is to identify potential commercially viable regional projects and/or to foster new partnerships and contacts for existing initiatives. The emphasis will be on initiatives that utilize waste and/or byproducts, or mitigate negative environmental impact as part of their business model. The four phases of the Roundtable discussions will be: Identifying, Sharing, Prioritizing and Preparing to Take Action.

**Identifying:** This phase is our regional Environmental Scan. Each Roundtable will discuss and document: WHAT – HOW – WHO

1. **What** regional waste or industrial byproducts can be commercialized in a viable, sustainable manner? This can also be an existing activity that can be enhanced or expanded upon to provide employment and benefits to a much larger region.
  - o *Note: Waste may be traditional waste (ie: biomass, chemicals, heat, metals, demolition debris, etc.) or it may be creating high-value products from low value byproducts of an existing industry or entity.*
2. **How** can this commercialization of waste or byproducts be achieved? If this is for an existing activity, how can it be enhanced or expanded to benefit the region?
3. **Who** can facilitate or champion the commercialization initiative?

**Sharing:** Given a 5 minute warning, each working group will prioritize what they consider to be their top 3 commercially viable potential projects or existing initiative enhancements. These will be presented to the entire group.

**Prioritizing:** The second stage of the Roundtable process will prioritize outcomes from the working groups presentations through a "sticker dot" nomination system. Every attendee will be asked to place a sticker on what they consider the top three potential initiatives.

**Preparing to Take Action:** After our networking and refreshment break, the nominations will have been tallied and the last phase will begin. As a single group of CED practitioners, the top contenders will be run through a fast-paced group SWOT Analysis to further refine the What How & Who. This is the forum call to action for champions and facilitators to step forward.

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