



2006 | 2016

A decade of growth and regional diversification.

ISLAND COASTAL ECONOMIC TRUST



YEARS OF **IMPACT & CHANGE**



GUEST SPEAKERS

PHIL KENT

**MAYOR OF DUNCAN,
CHAIR OF THE ISLAND COASTAL
ECONOMIC TRUST**

Mayor Phil Kent of Duncan has been the Chair of the ICET Board of Directors since 2012. He was first elected to Duncan Council in 1999, and has been the City's Mayor since 2005.

Phil has a long history of community involvement and currently serves on the CVRD Economic Development Commission, is a director of the Island Corridor Foundation, and the Chair of Cowichan Success by Six Council of Partners.

Mayor Kent has been self employed in business for over three decades and holds certificates in Business Management, Strategic Planning from Royal Roads University and Sustainable Community Development from Simon Fraser University.

DALLAS SMITH

**NANWAKOLAS COUNCIL,
DIRECTOR ISLAND COASTAL
ECONOMIC TRUST**

KEYNOTE SPEAKER

***Regional relationships; the past,
the present and the future***

The son of a hereditary Chief, Dallas Smith is the founder and president of Nanwakolas Council, a First Nations organization dedicated to protecting and managing First Nations cultural values while building strategic opportunities with government and industry.

He is also involved with other organizations such as the Coast Opportunity Fund, Geoscience BC, the Premier's Council on the Environment and the Minister's Council on Employment for People with Disabilities.

Dallas is a strong voice for regional collaboration and inclusive regional economic development practices. He currently calls both Campbell River and Duncan home.

JOSIE OSBORNE

MAYOR OF TOFINO

DIRECTOR ISLAND COASTAL ECONOMIC TRUST

MODERATOR

From vision to action: How did they do it?

Josie Osborne has been Mayor of Tofino since 2013 and also serves as Chair of the Alberni-Clayoquot Regional District.

Born in BC and raised on Vancouver Island, Josie is a former registered professional biologist and has worked as both a fisheries biologist and as a non-profit administrator. She currently owns and operates three small businesses with her husband in Tofino.

Josie is actively engaged in community gardening and food security initiatives and lives on a small acreage and public botanical garden. She is a strong believer in community-driven economic development that incorporates sustainability, smart growth and capacity building.

SHEENA FALCONER

WEST COAST AQUATIC STEWARDSHIP CENTRE

PANELIST

From vision to action: How did they do it?

Sheena Falconer is the Executive Director for West Coast Aquatic Stewardship Association. For the past four years her work has focused on habitat restoration projects, enhancement, stewardship and education. Her latest endeavor is the Alberni Aquarium and Stewardship Centre, which opened on May 1st and is already drawing both crowds and kudos.

She has worked closely with the Tseshaht and Huu-ay-aht First Nations, as well as with the Port Alberni School District. Sheena's infectious enthusiasm can be witnessed every day at the aquarium and in her work with Wild BC delivering and developing programs to engage school age students with the outdoors.

EAGLE WALZ

SUNSHINE COAST TRAIL

PANELIST

From vision to action: How did they do it?

Eagle Walz is the president and co-founder of the Powell River Parks and Wilderness Society (PRPAWS). Formed in 1992, the organization's vision was to protect old growth forests by building a 180km hiking trail with the explicit purpose of providing public access to the magnificent stands and breathtaking attractions en route.

Eagle believes in the motto "it takes a community to build a trail". Since his retirement, he has been instrumental in bringing groups together to realize the society's vision.

Beginning in 2009, he undertook the five-year PRPAWS shelter construction project with funding from the Island Coastal Economic Trust, donations and more than 11,000 hours of volunteer labour. The result is Canada's longest hut-to-hut hiking trail. In the fall of 2015, the Sunshine Coast Trail was recognized by Explore Magazine as one of the Best 50 Hikes in the World.

Eagle has written the trail guidebook "The Sunshine Coast Trail: Hut-to-Hut Hiking" and continues to work on enhancing and promoting the trail, attracting global adventurers to the Upper Sunshine Coast.

BILL MORRISON

UCLUELET AQUARIUM

PANELIST

From vision to action: How did they do it?

Bill Morrison was the founding president of the Ucluelet Aquarium Society and is still active with the organization. Outside of those volunteer duties, he is currently an instructor at North Island College's Ucluelet Centre.

GUEST SPEAKERS

Bill spent his career on the west coast of Vancouver Island in both the commercial fishing and education sectors. These interests found common ground in the early days of the Ucluelet Mini Aquarium. The Ucluelet Aquarium underwent a transformation of almost \$2 million, moving from a popular but very small facility, to one of the top visitor amenities in the region.

Bill was at the forefront of the team that led the expansion, bringing project champions, funders and community members together.

JIM MARTIN

WILD PACIFIC TRAIL

PANELIST

From vision to action: How did they do it?

‘Oyster’ Jim Martin is the visionary behind the spectacular Wild Pacific Trail in Ucluelet. When asked about his approach to building it, he states: “I start from impossible and work backwards from there.”

After moving to Ucluelet in 1979 as an oyster farmer, Jim began exploring the rugged coastline where he realized that a hiking trail could provide free public access to magnificent coastal vistas. From building trails himself, to corralling volunteers and securing funding partners, ‘Oyster’ Jim has become synonymous with the Wild Pacific Trail.

In recognition of his work, he was recently awarded a BC Community Achievement Award.

GRAHAM TRUAX

INNOVATION ISLAND

SPEAKER

Leveling-up the Tech Ecosystem – Game on!

With over 30 years of experience working as an entrepreneur and executive with start-ups and

small and medium-sized businesses, Graham Truax fits perfectly as Executive-in-Residence at Innovation Island.

With a background in software and technology that began in the early eighties, he has led and participated in numerous product development and project financing ventures from bootstrapping stages through to mass-market commercialization. Graham has founded, co-founded and advised dozens of companies, realizing substantial revenues and raising over \$150 million in venture and institutional financing.

As an ardent information hacker and technology advocate, Graham’s enthusiasm for new concepts and ideas is infectious. He consistently challenges himself and others to drive for creative solutions and to capitalize on the ever-changing landscape of business innovation.

AARON STONE

MAYOR OF LADYSMITH,
DIRECTOR ISLAND COASTAL ECONOMIC TRUST

MODERATOR

Show me the money: The secrets of fundraising

Aaron Stone is currently serving his first term as Mayor for the Town of Ladysmith. A native of Ladysmith, he is the president and general manager of Uforik Computers Inc., located in downtown Ladysmith.

Aaron has had a wide-ranging career having served as Vice President of Business Development for Global Media, Director of Interactive Technology and Marketing for the Vancouver/Memphis Grizzlies in addition to consulting work for professional sports and marketing companies in the US. In 2003, he “retired” to Ladysmith to be closer to his family and start a new business.

Mayor Stone has been actively involved in community development serving as school PAC Co-Chair and member of the Ladysmith Working Group on schools, and as President of the Ladysmith Chamber of Commerce and Director of the Ladysmith and District Credit Union.

GERRY ZIPURSKY

GIBSONS PUBLIC MARKET

PANELIST

Show me the money: The secrets of fundraising

Gerry has over 40 years of committed, strong leadership and expertise in organizational development and community development work, including social enterprise. He is currently the Executive Director of the Gibsons Community Building Society as well as Associate Professor at City University, in the field of Continuing Education and Community.

Gerry's experience in fund development has enabled him to secure significant funding for capital, operational and endowment funds through major fundraising and event planning. He has overseen a wide variety of large projects including major construction, international events, as well as a video and film productions. He has also served as Executive Director of many non-profit organizations.

LORRIE BEWZA

ELK FALLS SUSPENSION BRIDGE

PANELIST

Show me the money: The secrets of fundraising

As past President (and current Director) of the Rotary Club of Campbell River, Lorrie Bewza helped bring the dream of building the Elk Falls Suspension Bridge to reality as the Project Chair of the impressive endeavour.

With a background in business, including degrees in Commerce and a post-graduate degree in Accounting and Management Information Systems, Lorrie brings more than 25 years of broad ranging expertise to his many volunteer activities.

Lorrie is committed to making the North Island a more interesting and vibrant place to work and call home as evidenced by his involvement in the realization of key regional tourism and "quality of life" amenities such as the Elk Falls Suspension Bridge and Viewing Platform, the Discovery Passage Mini-Aquarium and Explorer Lab as well as the Campbell River Splash Park.



MIKE HOOPER

NANAIMO AIRPORT

PANELIST

Show me the money: The secrets of fundraising

Born and raised on Vancouver Island, Mike has been President and CEO of the Nanaimo Airport since 2006. In this role, he has been instrumental in the development and oversight of a series of significant expansions at the facility.

An MBA graduate from Royal Roads University, Mike spent more than 25 years in the forest industry, followed by a few years as a business consultant. He has served on numerous Boards, including the Chamber of Commerce, Nanaimo Airport Commission, CVRD Park Commission, the BC Forest Museum, BC Aviation Council, Airports Association of BC.

His leadership at the Nanaimo Airport has helped YCD grow in its capacity as an economic engine for the entire region.

DON TILLAPAUGH

VIU CENTRE FOR SHELLFISH RESEARCH,
VIU INTERNATIONAL CENTRE
FOR STURGEON STUDIES

PANELIST

Show me the money: The secrets of fundraising

Don has a 40-year history in the B.C. aquaculture industry, including roles in government, industry, trade associations, research, consulting and academia. As a consultant, Don has undertaken a variety of provincial, national and international consulting projects including trade, policy, regulatory, industry codes of practice and scientific research.

Don recently retired from Vancouver Island University where he was Director of the Centre for Shellfish Research, Deep Bay Marine Field Station and International Centre for Sturgeon Studies. In this role, Don was responsible for providing overall vision, leadership and strategic direction. This included building and using VIU's new 40,000 sq. ft. of applied research infrastructure to propel VIU's vision as the "aquaculture university", creating sustainable prosperity for coastal communities through wealth creation from the oceans.

Don remains active in the aquaculture field providing a diverse array of consulting services.

DR. RALPH NILSON

VANCOUVER ISLAND UNIVERSITY

KEYNOTE SPEAKER

Dr. Nilson is the President and Vice-Chancellor of Vancouver Island University. His career as an inclusive leader in post-secondary education spans 35 years.

Dr. Nilson began his career in Maryland and Washington State, before moving to Canada to serve in post-secondary leadership roles at the First Nations University of Canada, University of Regina, Acadia University and Malaspina University College in Nanaimo. Under his leadership, Malaspina became Vancouver Island University, an institution recognized as an international leader in advancing reconciliation through partnership with First Nations communities.

An advocate for public engagement, Dr. Nilson recognizes the important role of the university in the economic and social prosperity of the region it serves.



PANEL INFORMATION

PANEL 1

FROM VISION TO ACTION: HOW DID THEY DO IT?

This panel will look behind the scenes of some of the region's most successful initiatives. Panelists will share insight on building successful business cases, recruiting champions and effective project teams, leveraging community buy-in and volunteerism and the leadership required to take a project from vision to reality.

MODERATOR

Mayor Josie Osborne

PANELISTS

Sheena Falconer, Salmon Stewardship Centre
Eagle Walz, Sunshine Coast Trail
Bill Morrison, Ucluelet Aquarium
Oyster Jim, Wild Pacific Trail

PANEL 2

SHOW ME THE MONEY: THE SECRETS OF FUNDRAISING

This panel will explore the conventional and less conventional avenues to raise funds for signature community projects. Panelists will share insight on how to engage and speak with government and funders, how to leverage significant funding from business and non-government sources as well as how to raise funds, in-kind and volunteer support from the community.

MODERATOR

Mayor Aaron Stone

PANELISTS

Gerry Zipursky, Gibsons Public Market
Lorrie Bewza, Elk Falls Suspension Bridge
Mike Hooper, Nanaimo Airport
Don Tillapaugh, Deep Bay Marine Field Station
VIU International Centre for Sturgeon Studies



AGENDA

DAY EVENTS

12:00-1:00

Registration and refreshments

1:00-1:15

WELCOME

Mayor Phil Kent, Island Coastal Economic Trust
Chief Robert Everson, K'ómoks First Nation

1:15-1:30

DALLAS SMITH

*Regional relationships; the past,
the present and the future*

1:30-2:45

PANEL

From vision to action: How did they do it?

2:45-3:15

Refreshment and networking break

3:15-3:30

GRAHAM TRUAX

*Leveling-up the Tech Ecosystem –
Game on! A profile of technology entrepreneurs
and startups in the region*

3:30-4:45

PANEL

Show me the money: The secrets of fundraising

4:45-5:00

Closing Comments

NETWORKING EVENTS

5:00-6:30

Appetizer Stations
Tours of the Deep Bay Field Station

6:30-9:00

Dinner Celebration

EVENING EVENTS

WELCOME

Chief Robert Everson, K'ómoks First Nation
Mayor Phil Kent, Chair Island Coastal Economic Trust
MLA Don McRae

KEYNOTE SPEAKER

Dr. Ralph Nilson, President and Vice-Chancellor,
Vancouver Island University