



LGAA CONFERENCE & TRADESHOW

APRIL 6-8, 2016

SHERATON HOTEL | RED DEER

## Schedule

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### WEDNESDAY, APRIL 6, 2016

- 8:00 – 9:00 a.m. Registration desk opens  
9:00 a.m. Greetings  
9:15 – 10:30 a.m. **Marketing to Millennials: How to Capture a Challenging New Market**  
10:30 - 10:45 a.m. Coffee Break  
10:45 – 12:00 a.m. **Subdivision & Development Appeal Board Hearings**  
12:00 – 1:00 p.m. Lunch  
1:00 - 2:30 p.m. **The Role of Solar in Meeting Municipal Climate Change Objectives**  
2:30 - 2:45 p.m. Coffee Break  
2:45 - 3:30 p.m. **AUMA | Liability and Public Works**  
3:30 - 4:15 p.m. **Media Relations: Tips, Tools & Techniques to Improve Your Media Presence**

*Join us from 6-9 p.m. at the AUMA hospitality suite!*

### THURSDAY, APRIL 7, 2016

- 7:30 - 8:45 a.m. Registration desk opens  
8:00 – 10:00 a.m. Breakfast in tradeshow area  
10:00 - 10:15 a.m. Greetings  
10:15 – 10:45 a.m. **CRA Auditing Municipalities for GST: What Do You Need to Know?**  
10:45 - 11:30 a.m. **Multi-Year Budgeting**  
11:30 - 1:30 p.m. Tradeshow Luncheon  
1:30 – 2:30 p.m. **What is Your Gap? Asset Management at the Local Level**  
2:30 - 2:45 p.m. Coffee Break  
2:45 - 4:00 p.m. **The Boiling Frog Dilemma: Saving Canada from Economic Decline**  
4:00 - 5:00 p.m. AGM and LGAA Zone Meetings  
7:00 – Midnight **Banquet & Entertainment | Dueling Pianos with Cal Toth**

#### BACK BY POPULAR DEMAND...

*You'll sing and laugh throughout the show while Cal Toth & Friends play your favorite requests of popular songs! The Dueling Pianos show will entertain and delight!*

### FRIDAY, APRIL 8, 2016

- 9:00 – 11:30 a.m. Government Updates | Various Government Departments  
11:30 - 12:15 p.m. **How to Fit a Heart Attack into Your Busy Schedule**

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#### Hotel Reservations

Traditional	\$164.00 single/double occupancy
Deluxe	\$164.00 single/double occupancy
Club	\$199.00 single/double occupancy
Corner Suite	\$259.00 single/double occupancy
Presidential Suite	\$354.00 single/double occupancy

Sheraton Hotel & Conference Centre  
3310 - 50th Avenue  
Red Deer, Alberta  
1-800-662-7197

**Please inform the reservation agent that you are a delegate with the LGAA Conference & Tradeshow.**

**ROOM RATE DEADLINE: March 6, 2016**



## Sessions

Wednesday

### **Dave Wilkin | Marketing to Millennials: How to Capture a Challenging New Market**

@dwilkin | [www.tenthousandcoffees.com](http://www.tenthousandcoffees.com)

There are seven million Millennials in Canada. The most aspirational and highly-educated generation in history, organizations are scrambling to reach this slippery new demographic. In this talk, he shares his expertise in youth, community, and earned media, and leaves organizations with key takeaways for reaching, engaging, and converting young people.

### **Joanne Klauer, MacPherson Leslie & Tyerman LLP | Subdivision and Development Appeal Board Hearings**

@MLT\_Law | [www.mlt.com](http://www.mlt.com)

Whether you have one SDAB Hearing every two years, or you have 40 a year, legal representatives will provide an overview of the process. Plus a review of case law.

### **Marc Huot & Jason Atkinson | The Role of Solar in Meeting Municipal Climate Change Objectives**

[www.mccac.ca](http://www.mccac.ca) | @ENMAX | [www.enmax.com](http://www.enmax.com)

Municipalities across Canada are developing strategies to become more sustainable and resilient. While it is contributing to a region's energy needs, solar power is also displacing emissions, reducing energy imports, increasing energy security, creating jobs, boosting local spending, and supporting local business. This panel session will discuss the strategies being employed by municipalities today to enable solar to play its role in meeting their climate change objectives.

### **AUMA | Liability and Public Works**

@TheAUMA | [www.auma.ca](http://www.auma.ca)

Municipalities have enormous responsibilities to keep communities moving and growing. This session will look at how public works operations affect municipal liability.

Thursday

### **Danny Crawford | CRA Auditing Municipalities for GST: What Do You Need to Know?**

@KPMG\_Canada | [www.kpmg.com](http://www.kpmg.com)

The 100% rebate for municipalities has been around since 2004, and has not been a significant area of focus by the Canada Revenue Agency (CRA). However that focus is starting to shift and municipalities need to be prepared for the CRA audit. This session provides a high level overview of GST issues with attention paid to key CRA audit risk areas of interest.

### **GFOA | Multi-Year Budgeting**

@GFOA | [www.gfoa.ab.ca](http://www.gfoa.ab.ca)

Multi-year budgeting offers governments the opportunity to reduce work hours dedicated to budget development and reallocate that effort toward monitoring, analysis, and innovation. This session will look at how multi-year budgeting is linked to other financial planning processes and how it affects existing budget policies and processes, and administrative and political flexibility.

### **Russell Crook | What is your Gap?**

[www.assetmanagementab.ca](http://www.assetmanagementab.ca)

The Infrastructure Gap is nothing new to municipalities. As the Canadian Infrastructure Report Card states, road and water systems and the critical need for long term solutions is now. Asset Management, at the local level, is no longer a buzz word, or catch phrase. It is an ongoing, integrated process to ensure for sustainable service delivery. Has your municipality determined its gap?

### **Todd Hirsch | The Boiling Frog Dilemma: Saving Canada from Economic Decline**

@ABeconomist | [www.toddhirsch.com](http://www.toddhirsch.com)

What creates wealth? The answer to that may be surprising. Economic wealth isn't created by oil and gas molecules in the ground, nor by an auto assembly plant. It isn't created by tax credits or subsidies. It isn't even created by economic development programs. Wealth starts with one thing: an idea. In this talk, Todd Hirsch argues that Canada in the 21st century is at risk of falling behind internationally. We need to seriously "up our game" in terms of creativity, innovation, risk taking, entrepreneurialism, cosmopolitanism, community, and re-thinking environmental stewardship—or risk becoming economically irrelevant on the global stage.

Friday

### **Philip Jones | How to Fit a Heart Attack into Your Busy Schedule**

Philip Jones provides a lively, entertaining, thought-provoking presentation that helps participants review their lifestyle choices and learn how to deal more effectively with stress. Philip encourages them to make just one positive change that will help them live longer, healthier, more productive lives.

### **Government Updates**

[www.gov.ab.ca](http://www.gov.ab.ca)

Every year we host a number of provincial staff members from various departments to discuss current initiatives, department changes and upcoming events. This is a great session for staying informed!

