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MEDIA RELEASE

Schedule Finalized for 10th Annual Growing the North Conference

This year marks the 10th annual Growing the North conference and the schedule has now been finalized with all speakers confirmed. Hundreds of business and community leaders from across Western Canada are anticipated to attend Northwestern Alberta and Northeastern BC's largest economic development conference. The event is set to take place February 20 and 21 at Evergreen Park's TARA Centre, with a pre-registration event and auction by Amazing Race Canada host, Jon Montgomery, happening on February 19 at Centre 2000.

This year's program offers a breadth of topics, with speakers coming from diverse backgrounds and experiences such as marketing, oil and gas, agriculture, digital media, corporate culture, safety, technology and entrepreneurship. "The organizing partners try their best to secure presenters from a variety of industries and sectors. The economy of any region is dependent on as many varied opportunities as possible," commented Tom Pura, Marketing & Communications Manager, Grande Prairie & District Chamber of Commerce.

The lineup of speakers includes marketing strategist Jay Baer; Osoyoos Indian Band's Chief Clarence Louie; BDC's Vice President, Research and Chief Economist Pierre Cl  roux; and a panel discussion on Foreign Direct Investment (FDI) opportunities in Northwestern Alberta. The panel will feature: Conway's Market Development Manager, Laura Martin; Nauticol President and CEO, Mark Tonner; New West Opportunities COO, Shane Pospisil; and Canadian Association of Petroleum Producers' Markets and Transportation Manager, Mark Pinney; moderated by Chris King, County of Grande Prairie Economic Development Manager.

The schedule and full list of speakers is available online at growingthenorth.com. Tickets are on sale now and can be purchased through the Grande Prairie and District Chamber of Commerce at 780-532-5340 or online at growingthenorth.com.

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