

Panel: Rural Workforce Development - Ideas, Innovations, and Examples

Rural Immigration and Welcoming Communities - *Ryan Gibson, University of Guelph*. Rural communities and regions are increasingly turning to attracting new residents to fill employment gaps, increase the labour force, and grow the economy. This presentation will provide a snapshot of rural immigration in the Canadian context and concrete examples of how rural communities have adopted welcoming community strategies, both in terms of new immigrants but also new residents.

Rural Innovation and Entrepreneurship - *Heather Hall, University of Waterloo*. Heather's presentation will focus on the barriers and best practices for enhancing innovation and entrepreneurship in rural and northern contexts. It will also include a discussion of the imminent 'age of disruption' and what this means for the future of work in rural and northern communities.

Broadband, Technology and Our Future Workforce - *Wayne Kelly, Brandon University*. Wayne's presentation will examine how rural broadband is being used with examples from other rural communities in Canada. Building on the wide range of opportunities for using broadband and taking into consideration the near daily emergence of new technologies, the presentation will also discuss core digital skills needed by tomorrow's workforce and explore how rural and northern communities can help cultivate those skills.

Innovation and Workforce Development in Metal Tech Alley - *Amber Hayes, MIDAS*. Amber will overview her perspective on the impacts of new technology disruption on the job skills and training environment. The MIDAS R&D experience and path to sustainability via services and training to academic and corporate organizations will also be presented.

Engaging Students in Research: New Hands-on Training for Engineers - *Lukas Bichler, University of British Columbia-Okanagan*. The presentation will provide an overview of current engineering education at UBC's School of Engineering. Then, a few examples of engaging undergraduate students and graduate students in real-world engineering R&D will be presented. A few examples of success stories will be highlighted.

Innovation in our Region's Forestry Cluster - *Scott Weatherford, CEO, ATCO Wood Products*. Rising to meet the challenges of global competition, diminishing raw material access, and increasing trade barriers, the BC Forest Industry has reinvented itself in recent decades into a highly efficient, state of the art, integrated forest management and manufacturing industry. While our equipment and business processes are now world-class, finding team members who possess the necessary skills to sustain our industry's evolution into the 21st Century remains a challenge. This discussion will outline what the BC Forest Industry's workforce needs to look like, where the gaps currently exist, and innovative approaches that ATCO Wood Products is taking to turn the challenge of finding of the right people into the opportunity to build a world-class forestry team.

Agenda

8:30am - 8:50 Coffee, registration, networking

8:50-9:00 Welcome, overview, introductions

9:00-10:00 Keynote Dr. Sean Markey, Simon Fraser University. Title: Building a 21st Century Work "Place" in Rural British Columbia

10:00-11:30 Rural Workforce Development: Ideas, Innovations, and Examples

- Dr. Ryan Gibson, University of Guelph - *Rural Immigration and Welcoming Communities*
- Dr. Heather Hall, University of Waterloo - *Rural Innovation and Entrepreneurship*
- Wayne Kelly, Brandon University - *Broadband, Technology and Our Future Workforce*
- Amber Hayes, MIDAS - *Innovation and Workforce Development in Metal Tech Alley*
- Dr. Lukas Bichler, University of British Columbia-Okanagan - *Applied Research with the Metals Cluster and Building our Future Engineering Workforce*
- Scott Weatherford, CEO, ATCO Wood Products - *Innovation in our Region's Forestry Cluster*

11:30 - 12:15 Lunch

12:15 - 2:00 Think Tanks Part 1 Building Competitive Clusters

- Target Clusters:
 - o Forestry
 - o Mining & metals
 - o Technology
 - o Advanced Manufacturing
 - o Tourism
 - o Education
 - o Service Providers / Support
- What do we know?
- What don't we know?
- Potential strategies and actions?

2:00 - 2:15 Coffee Break

2:15 - 3:45 Think Tanks Part 2 Advancing Regional Workforce Development

- Workforce Development Themes:
 - o Building a 21st Century workforce
 - o Facilitating inclusive access to quality jobs
 - o Enhancing & building regional industry-education-community collaborations
- What related assets do we have in place?
- How can we link and leverage these assets to advance workforce development?
- What are some short and medium term opportunities for collaborative action?

3:45-4:00 Wrap up and next steps



Building A 21 Century Workforce Learning Summit

June 19, 2017 • 8:30am to 4:00pm



Selkirk College

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Presenters

Sean Markey



Sean Markey, PhD MCIP RPP, is an Associate Professor with the School of Resource and Environmental Management at Simon Fraser University, and an instructor with the SFU Community Economic Development Program. His research concerns issues of community and regional economic development, rural and small-town development, and sustainable planning and infrastructure. Sean has published widely, including writing and co-editing six books and numerous articles related to rural development. Through his research and other professional activities, Sean continues to work with municipalities, non-profit organizations, Indigenous communities and the business sector to promote and develop sustainable forms of community economic development.

Ryan Gibson



Originally from rural Manitoba, Ryan Gibson has a deep intrigue and respect for rural communities, rural people, and the events that shape their futures. Ryan is the Libro Professor in Regional Economic Development in the School of Environmental Design and Rural Development at the University of Guelph. Ryan's research and community engagement focus on rural and regional development, governance, philanthropy, and public policy. Ryan is the president of the Canadian Community Economic Development Network, a national organization committed to strengthening communities by creating economic opportunities that enhance social and environmental conditions.

Heather Hall



Heather Hall is an Assistant Professor in the Economic Development and Innovation program in the School of Environment, Enterprise and Development at the University of Waterloo. Heather grew up in Northern Ontario and has a professional and personal interest in researching planning and economic development in northern regions. This includes: regional development planning, policy and practice; community readiness and community impacts related to natural resource development; and innovation and entrepreneurship in rural and northern contexts.

Heather is the co-lead of the University of the Arctic's thematic network on the Commercialization of Science and Technology for the North and she is the co-author of the newest edition of Planning Canadian Regions. Her research has been recognized nationally and internationally by the Canadian Association of Geographers' Ontario division (CAGONT), the Innovation Systems Research Network (ISRN), the Regional Studies Association and she is an alumnus of the Arctic Frontiers emerging leaders program.

Wayne Kelly



Wayne Kelly believes that a vibrant rural Canada is essential for the country's continued economic success and quality of life. To contribute to the development of rural Canada, Wayne has been working in and studying rural development for more than 10 years and has received his Masters of Rural Development from Brandon University and he is presently a PhD student at National University of Ireland, Galway. At Brandon University's Rural Development Institute (RDI), Wayne is focused on applying innovative development research to help rural Canada realize the opportunities facing it as society, the economy and technology change. As part of the RDI team and as the coordinator of the RPLC Wayne hopes to explore new and creative areas to support communities, organizations, businesses and government in rural Canada as well as to further promote the goal of the RPLC.

Amber Hayes



After 20 years of successful tech startups, tech conference presentations and advanced education delivery, Amber shares her expertise from a diverse perspective. Her experience ranges from founding one of the first experiential travel cloud platforms, state broadband adoption programming, rural remote work presentations and recently, as MIDAS Project Director for Kootenay Association for Science & Technology. When not at MIDAS, Amber can be found working from the local ski hill chairlift and enjoying the Kootenay lifestyle.

Lukas Bichler



Dr. Lukas Bichler received his Ph.D. degree in Mechanical Engineering (specializing in Manufacturing, Materials and Solid Mechanics) from Ryerson University, Toronto. Dr. Bichler established two laboratories at UBC focusing on multi-process approach to materials development. His metalcasting laboratory supports R&D on aluminum and magnesium alloys for the automotive sector, while his powder metallurgy laboratory focuses on R&D on ceramic, thermal insulation and energy materials.

Scott Weatherford



Scott is the Chief Executive Officer of ATCO Wood Products Ltd. and The Nelson & Ft. Sheppard Railway Co. in Fruitvale BC. ATCO Wood Products is a leading manufacturer of softwood veneers for the plywood industry and a major forest license holder and forestry management company in the Lower Columbia region. Scott and his wife founded ATCO Wood products in 2006 as part of the reorganization of ATCO Lumber Ltd. Scott is responsible for oversight of all aspects of ATCO's manufacturing and forestry business and for new business development activities.

Scott also oversees the operation of The Nelson & Ft. Sheppard Railway Co., a 6 mile shortline railroad that was acquired in 2010, and services ATCO's manufacturing facility. Prior to joining ATCO in 2005, Scott held various executive assignments in purchasing and auditing with PACCAR Inc. (parent company on Kenworth and Peterbilt Trucks) in Bellevue, Washington.

Scott's early career was a mechanical design engineer with John Deere (Moline, IL), Cummins Engine Co. (Jamestown, NY and Seymour, IN) and Kenworth Truck Co. (Kirkland, WA). Scott is a registered Professional Engineer in the State of Washington. Scott holds a Bachelor of Science Degree in Mechanical Engineering from Cornell University (Ithaca, NY), as well as a Masters in Business Administration from the University of Washington (Seattle, WA). While Scott was born and raised in New Jersey, he is now pleased to call Fruitvale, British Columbia his home along with his wife and two children.

Scott's volunteer activities include Group Commissioner and Scout Leader for Scouts Canada in the Beaver Valley, Board of Governor Member for Selkirk College, Director and Vice Chairman for the Lower Columbia Initiative Corporation, and member of the Columbia Basin Trust Community Impact Fund Adjudication Committee.