



**Alberta
Regional Economic
Development Conference**

MEDIA RELEASE

April 10, 2009

FOR IMMEDIATE RELEASE

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2009 ALBERTA REGIONAL ECONOMIC DEVELOPMENT CONFERENCE

"SUSTAINING PROGRESS IN A TRANSITIONING ECONOMY"

(SHERWOOD PARK, AB, April 21, 2009) Understanding and adapting to the new economic realities facing Alberta's regions is the focus of the 2009 Alberta Regional Economic Development Conference being held May 12-14, 2009, in Sherwood Park, Alberta.

Delegates attending this conference can expect to gain insight into the direction of regional development in Alberta and how the province is working with businesses and jurisdictions at all levels to encourage business growth here in the province.

Minister Iris Evans will be delivering a keynote speech about the Regional Economic Development Alliances and "The Next Level" initiative.

Other keynote speakers include David Beurle, founder and managing director of Innovative Leadership Australia. David will share specific case studies as well as broad themes that highlight the challenges and keys to success in achieving meaningful, sustainable rural revitalization.

Also speaking is renowned social commentator and editorialist, Rex Murphy who will be speaking about rural Alberta in a transitioning economy.

Finally, Dave Mowat, President and CEO of ATB Financial, will discuss Canada's banking institutions in the context of the global financial crisis and why credibility and confidence in the industry is important and deserved.

Not only is the 2009 Alberta Regional Economic Development Conference a wealth of insight and knowledge, it also provides exceptional networking opportunities which can help to create new business relationships and strengthen existing ones. During the evening networking reception, being held on May 12th, delegates can expect to rub elbows and exchange ideas with some of Alberta's foremost business and community leaders in economic development.

- More -

| 2009 Alberta Regional Economic Development Conference c/o Pivotal Events [Ltd](#)
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This conference offers many formats for gaining information on the economic development of Alberta such as panel discussions on a variety of industry sectors in Alberta, an information fair showcasing the Regional Economic Development Alliances (REDAs) and similar organizations, and the aforementioned keynote speakers.

Join us on May 12-14th in Sherwood Park, Alberta to:

- Develop an understanding of the new economic realities facing Alberta and its regions
- Discover how some key provincial strategies will sustain our economy going forward
- Hear about successful strategic economic development projects and initiatives being undertaken in Alberta's regions
- Learn about programs and organizations that support business development and productivity

For more information visit www.AREDConference.com

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