



# THE FUTURE IS LOCAL

## Governance Forum in Harrison Hot Springs, BC

### AGENDA AT A GLANCE

#### Friday, March 30, 2012

from 10 am	<b>PRE-CONFERENCE EVENT:</b> [ 10:30 am to 12:45 pm ] Aboriginal Education Field Trip <i>(meet at reception desk)</i>			
	<b>PRE-CONFERENCE EVENT:</b> [ 10 am to 3:30 pm ] Persuasive Communications Workshop <i>(Miama)</i>			
10:30 am	Shuttle bus leaves from downtown Vancouver			
1 pm	<b>WELCOME</b> <i>(Cascade)</i>			
1:30 to 2:30 pm	Funding Formulas: When more is less and less <i>(Cascade)</i>	By-Law Toolkit <i>(Fraser)</i>	Local Energy <i>(Coronet)</i>	Local is Global <i>(Rainbow)</i>
3 to 4 pm	Living Wage <i>(Cascade)</i>	Making Change Happen <i>(Fraser)</i>	Sustainability Planning <i>(Coronet)</i>	Making Schools Safer <i>(Rainbow)</i>
4:30 to 5:30	<b>PECHA KUCHA STYLE!</b> Local Economies <i>(Cascade)</i>			
6:15 pm	<b>COLUMBIA INSTITUTE RECEPTION</b> [ doors open at 6 pm ] <i>(Forum Ballroom)</i>			
7:15 pm	<b>DINNER AND KEYNOTE with Joel Bakan</b> <i>(Forum Ballroom)</i>			

#### Saturday, March 31, 2012

7:30 am	<b>BREAKFAST from 7:30 am, with Betty Baxter at 8:30 am</b> <i>(Copper Room)</i>			
9:30 to 10:30 am	Participatory Budgeting <i>(Cheam)</i>	Community Forestry <i>(Fraser)</i>	Procurement Possibilities and Challenges <i>(Miama)</i>	Equality and Public Education <i>(Rainbow)</i>
11 am to noon	<b>EMERGING ISSUES PLENARY</b> <i>(Cascade)</i>			
noon to 1 pm	<b>LUNCH</b> <i>(Copper Room)</i>			
1 to 2:30 pm	Trustee Advocacy <i>(Cheam)</i>	Local Economy Tools <i>(Fraser)</i>	Working with the Media <i>(Miama)</i>	Creative Community Engagement <i>(Rainbow)</i>
2:30 to 3:30	<b>CLOSING PLENARY</b> with Joel Bakan, Seth Klein, Amy Robinson and David Beers <i>(Cascade)</i>			
4 pm	Shuttle bus to downtown Vancouver departs			

MARCH 30 & 31, 2012 | HARRISON HOT SPRINGS

## Friday, March 30

### PRE-CONFERENCE

#### Starting Friday morning

##### **PERSUASIVE COMMUNICATIONS** 10 am – 3:30 pm

Don't educate, persuade! Persuasive communications training teaches concepts of message delivery in an intensive, interactive session. It equips spokespeople to understand the principles of persuasion, to define their message and key contrasts, to get their message out in non-supportive environment, to connect with their audience, and to win over peers, senior staff, stakeholders and the public. On-camera practise prepares you for the hot seat. NOW's trainers have worked with elected people at all levels of government from municipal candidates to Premiers to the late Jack Layton. The fee is \$100 to cover lunch, resources, and trainers.

##### **NOW Communications**

*(Miama Room)*

##### **ABORIGINAL EDUCATION** 10:30 am – 12:45 pm

We are partnering up with members of the *Chehalis First Nation* for a boat tour of the local territory and an experience of the ways that understanding the sacred nature of a place can strengthen appreciation for culture and learning. The tour will include viewing pictographs, hearing stories, and a traditional salmon barbeque lunch. The fee is \$25 for forum participants (sponsored by the Columbia Institute) and \$85 for guests.

##### **Sasquatch Tours – Chehalis First Nation**

*(Meet at reception desk)*

### FRIDAY WORKSHOPS

#### Friday early afternoon 1:30 – 2:30 pm

*Participants choose one workshop*

##### **FUNDING FORMULAS: WHEN MORE IS LESS AND LESS**

Before 1990, School boards could supplement provincial funding through direct taxation. Not anymore. Public education now depends on a provincially determined public education funding formula which features in multiple stories of controversial cuts to education services. This workshop covers a brief history of public education funding, explores the recent changes to the funding formula and the challenges districts may face as a result of these changes. It will address key budget information and explore how budget and financial reporting piece together for good decision making.

**Joan Axford** *(Cascade Room)*

##### **BY-LAW TOOLKIT**

Smart environmental by-laws are one lever that local governments use to protect ecologically-sensitive areas while adding value to tourism, land development, and the local economy. Communities across the province have been using this tool in a variety of ways to protect the ecosystems that make their region beautiful, and there's a lot to learn from their challenges and successes. These stories, as well as the Green By-Laws Toolkit, will form the basis of this highly practical workshop.

**Rachel Forbes** *(Fraser Room)*

##### **LOCAL ENERGY**

Energy savings offer a fast way to take action on climate change and they help bottom lines too. Communities are developing innovative collaborations and launching interesting community energy projects around the province. In this workshop, the Community Energy Association will take you on a tour of promising community energy initiatives and funding opportunities. And you will hear the nuts and bolts about Nelson, BC's plan to leverage their city-owned utility to launch a new residential and small business retrofit program.

**Donna Macdonald, Dan Rogers, Charley Beresford** *(Coronet Room)*

1:30 – 2:30 pm continued

## LOCAL IS GLOBAL

Global movements of local community action offer tremendous scope for supporting healthier communities and a better quality of life for all. The Compassionate Cities Initiative is one such example. Drawing from the Charter for Compassion, and the International Institute for Compassionate Cities, it seeks to support local leaders in making policy decisions through a lens of compassion. ICLEI's Partners for Climate Protection program is similar – providing a toolkit and measurement framework for municipalities to take local action on climate change. [Congratulations to North Vancouver and Prince George, who join Whistler and Vancouver at step 5, the highest level of the program.] You'll hear about the movements these global networks are building, and get a firsthand account of how to participate.

**Craig Keating, Alisdair Smith** *(Rainbow Room)*

## Friday late afternoon 3 – 4 pm

### MAKING SCHOOLS SAFER

School Board leadership on Anti-Homophobia is stepping up. Edmonton School Board tabled a brand new policy, the first in Alberta, this fall. Burnaby's School Trustees rolled to victory in BC during the November municipal election despite a virulent opposition campaign. And schools are learning that homophobic comments hurt all vulnerable students, gay AND straight. Why isn't it enough to have a generic discrimination policy? What's a good way to engage parents, community, staff and students? These detailed case studies will spur discussion.

**Larry Hayes, Christopher Spencer, Sarah Hoffman** *(Rainbow Room)*

### SUSTAINABILITY PLANNING

To take action on Climate Change, municipalities need an effective sustainability plan. How is a sustainability plan used, how is it developed, and how does it play out on the ground? Is there funding available? This workshop will lay out the advantages of developing an Integrated Sustainability Community Plan, an overarching path of action that other planning tools – Official Community Plan or Strategic Plan or Community Energy Plan – feed into. This workshop includes an overview of the leadership role that municipal leaders can play in climate action, legislative requirements in BC, common planning frameworks, and selected best practices in development and implementation.

**Cheeyung Ho, Emanuel Machado** *(Coronet Room)*

## MAKING CHANGE HAPPEN

This workshop will explore two key areas for making change happen: garnering support for your motions and working with staff. You'll hear from municipal change makers with a track record about how to move things along and perspectives from staff on how council leadership makes a difference. We've asked our panellists two questions: 1) how do you garner support to back an idea? And 2) What are effective ways to work with staff? Expect a lively and illuminating discussion!

**Marilyn Belak, Gaëtan Royer** *(Fraser Room)*

### LIVING WAGE

There is nothing inevitable about inequality and child poverty. Locally calculated to determine what it actually costs to live in a particular region, a Living Wage policy can help to ensure that those working in a region can afford to live there. In this workshop you'll network with leaders interested in bringing forward living wage policies, get an overview of what defines a living wage and hear how living wage initiatives are being advanced in BC. You'll hear an update from New Westminster, the first municipality to introduce a Living Wage policy in Canada and get the administrative nuts and bolts from living wage employer, Vancity. You'll leave the workshop with inspiration and a tool kit.

**Michael McCarthy-Flynn, Jaimie McEvoy, Ellen Pেকেles**  
*(Cascade Room)*

## Friday early evening 4:30 – 5:30 pm

### PECHA KUCHA!

A rapid, multiple-speaker forum for presenting ideas. This will be fun!  
**Gaëtan Royer, Alice Finall, Andrea Reimer, Lisa Helps and Sarah Blyth**  
*(Cascade room)*

### COLUMBIA INSTITUTE RECEPTION DOORS AT 6 PM

## DINNER & KEYNOTE



7:15 pm

With renowned thinker, educator, writer and filmmaker **JOEL BAKAN**

Check out Joel's bio on page 6.

*(Forum Ballroom)*

## Saturday, March 31



### BREAKFAST PLENARY

With **BETTY BAXTER**

breakfast from 7:30 am

plenary 8:30 to 9:15 am

*[Copper Room]*

### SATURDAY WORKSHOPS

**Saturday morning** 9:30 to 10:30 am

#### EQUALITY AND PUBLIC EDUCATION: FINLAND'S MODEL

Recent headlines about Finland's education system attribute their stellar success to an emphasis on equality rather than test scores. This notion of equality is resonating widely in public education hallways. SFU adjunct professor Bruce Beairisto explores the topic and implications for best practices in the Canadian context.

**Bruce Beairisto** *[Rainbow Room]*

#### PARTICIPATORY BUDGETING

Participatory budgeting is a democratic means of involving citizens in decisions about how to spend parts of a public budget. It's now being done in over 1200 cities globally, and many Canadian communities are exploring the possibility. The City of Guelph was the first Canadian municipality to take on participatory budgeting, twelve years ago. In this workshop we will hear how participatory budgeting works, why it is an important tool for strengthening local economies, and what local leaders can do to incorporate it into their own budgeting process.

**Nora Angeles, Leanne Piper** *[Cheam Room]*

#### COMMUNITY FORESTRY

Concern about forest lands – inherent to BC's identity and the province's long standing economic backbone – is on the rise. How can sustainable stewardship and use of forests and forest lands be achieved? Healthy Forest-Healthy Communities, a volunteer driven organization, has been canvassing experts and community members to create a citizen dialogue and a people's vision for the forest lands of BC. Eco-Trust Canada has been working with five Nuuchahnulth First Nations on improving housing in Clayoquot Sound. The Qwii-Qwii-Sap Project – Standing Tree to Standing Home – results in direct local benefits from regional resource extraction and use. And the BC Community Forest Association is working to promote sustainable community forest management in BC. Hear more about each of these initiatives, and how your municipality could get involved.

**Bill Bourgeois, Brenda Reid-Kuecks, Jack McLeman**

*[Fraser Room]*

#### PROCUREMENT POSSIBILITIES AND CHALLENGES

Municipalities consume large amounts of goods and services making it possible to use procurement choices as a lever to strengthen their local economy and create social change. This workshop will explore the power of local purchasing, examine local ownership and control through the story of a Public-Private-Partnership water proposal in Abbotsford that featured in last fall's municipal election, and provide an update on the Canadian European Trade Agreement discussions – which have the potential to impact Buy Local policies.

**Patricia Ross, Rob Duffy, 10% Shift Video** *[Miama Room]*

## Saturday late morning

### EMERGING ISSUES PANEL

11 am to noon *(Cascade Room)*

WITH AMBER HOCKIN, GEORGE HEYMAN,  
TAYLOR BACHRACH AND DAVID FLEMING



## Saturday afternoon 1 to 2:30 pm

### CASE STUDIES IN TRUSTEE ADVOCACY

School trustees in BC have been stepping up to the task of advocacy in bold and creative ways. Some school boards in BC have assumed their own communications work, composing their own press releases and managing media on issues related to education in their region. Building from a well-established district culture of public engagement, some trustees have effectively stood their ground on budget needs despite pressure from the province. How do trustees nurture that culture and how does that culture nurture their advocacy? Two detailed case studies provoke discussion.

Trina Ayling, MaryLynne Rimer *(Cheam Room)*

### LOCAL ECONOMY TOOLS

At a time of volatile global economies, tools for strengthening your local economy are more important than ever and the community benefits in all sorts of direct and indirect ways. LOCObc knows this firsthand from the creative work they've done to support local businesses across the province. Municipal initiatives such as ethical and local purchasing have created important ripples of impact across communities, and out-of-the-box thinking on supply chain analysis projects such as Eco-Trust Canada's 'This Fish' initiative point the way to strengthening your local economy.

Amy Robinson, Victoria Wakefield,  
Tasha Sutcliffe *(Fraser Room)*

### WORKING WITH THE MEDIA

Love it or dread it, strong local leadership invariably means working with the media. And a little training can go a long way. Come learn about, or be reminded of, the basics of traditional media, from Press Releases to pitching stories to interview skills. As well, we will explore new media platforms and talk about their potential for enhancing your ability to reach constituents and moving important issues forward.

David Beers *(Miama Room)*

### CREATIVE COMMUNITY ENGAGEMENT: 1:00 – 2:30PM

Theoretically, we endeavour for our communities to nurture and support creativity, and to engage citizens in creative and relevant ways. However, getting there can be more challenging than we'd imagined. Come hear from an architect of creative community projects and about how he's made it all work. Learn how to utilize the tools and opportunities of your own community to engage citizens.

Dave Meslin, Denisa Gavan-Koop *(Rainbow Room)*

## Saturday evening

### CLOSING PLENARY

2:30 to 3:30 pm *(Cascade Room)*

with SETH KLEIN, JOEL BAKAN, AMY ROBINSON, and DAVID BEERS





# THE FUTURE IS LOCAL

## Presenters



**JOEL BAKAN** is a renowned thinker, educator, writer and filmmaker. His 2004 book and subsequent film, *The Corporation: The Pathological Pursuit of Profit and Power*, analyzes the evolution and modern-day behaviour of corporations. It won 25 international awards. His latest

book, *Childhood Under Siege: How Big Business Targets Children*, was published in August 2011, to rave reviews. Joel is an Associate Professor at the Faculty of Law at UBC.

Joel's work is as relevant as ever in the leadership challenges of our time: from the financial crisis, to trade agreements, to Occupy, the role of corporations in local community and education is increasingly at the forefront of public discourse. Drawing from his latest book, as well as previous projects, Joel will highlight the importance of education and strong public policy in nurturing the type of communities where children, and all of us, can thrive.



**TRINA AYLING** is a second-term Trustee for School District 5, Southeast Kootenay. She is co-owner of Whimsical Publishing Company and author of a children's book, *Miss Emily Goes to Bat*. She has been a guest speaker for the Cranbrook Traction for Community Action and Chamber of Commerce and

has consulted one-on-one with over fifty local community groups around the District's Neighbourhood Learning Centre initiative. Trina chairs the SD5 Media/Communications committee providing media releases on emergent and ongoing issues and summaries of monthly Board meetings. She lives in Cranbrook BC with her husband and two boys aged 10 and 12.



**LEONORA (NORA) ANGELES** is a professor at UBC's School of Community and Regional Planning and in UBC's Women's and Gender Studies program. Her research includes extensive work on participatory planning, budgeting and governance, highlighting

opportunities for civic engagement in deliberative local governance. She has been involved in capacity-building research projects in Brazil, Vietnam, and Southeast Asian countries and was part of a multi-stakeholder community project promoting participatory budgeting in Canada.



**JOAN AXFORD** is a widely-respected former president of the BC Association of School Business Officials, past Director of School Finance for BC's Ministry of Education, and Secretary-Treasurer for SD 63. She is a professional accountant (CMA) with over 38 years of experience, past Chair of the Teachers' Pension Board and a member of the Board of

Directors for the BC Investment Management Corporation. She brings a clear, engaging and factual analysis on vital school board issues.



**TAYLOR BACHRACH** was elected mayor of the Town of Smithers in 2011, after serving a three-year term as a municipal councillor in the neighbouring Village of Telkwa. He also owns and runs Bachrach Communications, a small web design and marketing company based in Smithers, where his clients include small businesses, not-for-profit organizations,

First Nations and elected officials across Canada and the United States. Taylor is a past chair of the Bulkley Valley Community Resources Board and a director of the Driftwood Foundation. He has volunteered with the Bulkley Valley Credit Union since 2006 and has also been involved in the Smithers Public Library.



**BETTY BAXTER** has worked with school districts, colleges and universities providing training, planning and investigations for the past fourteen years. Betty has been in leadership roles as an Olympic athlete, and international coach. She has also been the equity officer for a large union, been a candidate for Member of Parliament and designed

and taught a program on civic leadership at a BC University. Betty is an outspoken advocate for equality in all our communities on the issues of gender and sexual orientation. She was elected to the Board of Education for SD No 46 (Sunshine Coast) in 2011.



**DR BRUCE BEIRSTO** is an adjunct professor at SFU and teaches in both the Masters and EdD programs in the Faculty of Education as well as supervises doctoral students. Bruce has been an educator for over 35, serving as the Superintendent of the Richmond School District for six years. He obtained his PhD in Educational Leadership through the

University of Tampere in Finland and lived there for six successive summers in the course of doing so. He works with The Critical Thinking Consortium and speaks to educational audiences on the subject of leadership and learning. He is a member of the Board of Governors of Science World and the Canadian Education Association.



**DAVID BEERS** is founding editor of *The Tyee*. He was senior editor at Mother Jones magazine before moving to Vancouver in 1991. Since then, he has won national awards for his journalism in Canada and the United States, writing for *The Globe and Mail*, *Vancouver Magazine*, *The New York Times Magazine*, *Harper's*, *National Geographic*

and many other publications. He is a founding member of IMPACS, a Vancouver non-profit firm providing media help to non-profit groups, former vice chair of the Vancouver City Planning Commission, and a lecturer at the UBC School of Journalism.



**MARILYN BELAK** served nine years on City Council in Dawson Creek. She was Interim Mayor in 2008 completing the term during the illness and passing of Mayor Calvin Kruk. During her acting-Mayor stint the nearby Encana pipe line bombings were active and the first BC Wind project was being erected on the ridge south-west of

the city. Marilyn received the 2005 "Today's Woman Award" for "Woman of the Year, Impact and Influence in Northern BC." and has received several local Civic Leader citations, is recipient of three "misbehavin' women" trophies and two Aurora's in '08 and '09.



**CHARLEY BERESFORD** is the Executive Director of the Columbia Institute. Prior to joining the Institute, Charley worked with public and private sector organizations focused on community development, serving four years as a Director in the BC Ministry of Finance overseeing appointments to provincial agencies, boards and commissions. As a

School Board Trustee from 1996 through 2008, Charley successfully campaigned to save provincially-funded Inner City School Funds and led the development of a ground breaking anti-homophobia action plan and anti-discrimination policy. Charley's involvement with community organizations and public policy development includes the Green Economy Network, SPARC BC, BC Recreation and Parks Association, Big Sisters, The Canadian Mental Health Association, and the Therapeutic Riding Association of BC.



**SARAH BLYTH** Through her work advocating for youth, Sarah found herself among other people in Vancouver who were deeply passionate about issues affecting the community. She has been employed as a Youth Outreach Worker with SPEC (Society for Promoting Environmental Conservation), and in Ecuador with the Environmental Youth Alliance. She was also a

founding partner of the Vancouver Skateboard Coalition and helped

secure the declaration of Skateboard Week, the relaxing of the ban on skateboarding on city streets, and the development of five new skateparks. Sarah has been a contributor to *Momentum* magazine and has written for many publications, including *Snowboard Canada*, *Skateboard Canada*, *EXPAN*, and *Terminal City*. She was also a contributor to *beyondrobson.com*, a popular Vancouver blog. As the mother of a four-year old boy, Sarah makes good use of Vancouver's parks and community gardens. This is Sarah's second term on the Park Board.



**DR BILL BOURGEOIS** has invested over 35 years in improving forest land management in BC. Bill has been a soil surveyor for the BC government, a terrain analyst, land use planning and research supervisor for MacMillan Bloedel Ltd, a General Manager for a woodlands services division, a Vice President for Lignum Ltd and Riverside Forest Products and an Associate

with the Commission on Resources and Environment overseeing regional land use planning to end the "war in the woods." During this time, Bill has been involved in many innovative initiatives, built positive working relationships and advised on strategic planning initiatives. Bill now consults on natural resource sector and First Nations policy, programs and related sustainability issues through his own company New Direction Resource Management Ltd.



**ROBERT DUFFY** is a research analyst with the Columbia Institute's Centre for Civic Governance, where he recently completed a report on municipal financing for energy efficiency retrofits in Canada. His background includes research positions in the BC legislature and at the national office of the Canadian Federation of Students. Prior to joining the Columbia

Institute, Robert did legislative and communications work in the Canadian Parliament. Robert has worked on federal, provincial and municipal election campaigns, and has organized for NGOs and social movements in Canada and the United Kingdom. He holds a Masters in Communications from Simon Fraser University.



**ALICE FINALL** is a long term resident of North Saanich and has been involved in the community in a volunteer capacity for many years. She recently retired from her law practice in Sidney where she worked for over twenty-six years. Alice served as Councillor in North Saanich from 1993-1999. She has most recently been the chair of the North Saanich Agricultural Advisory

Commission. She has also been a member of the Environmental Advisory Commission and liaison to the Tree and Hedgerow Committee and Agricultural Task Force. She is a past elected member for Victoria of the BC Provincial Council, Canadian Bar Association.

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**DAVID FLEMING** is the Local Government Liaison with the Canadian Union of Public Employees in BC. In this capacity he works to build relationships between CUPE members and municipal mayors and councils, regional district directors and school board trustees.

His work also includes campaigning for the protection and local control of public services. Recently he has worked on CUPE campaigns addressing the privatization of local water and waste water systems, solid waste, and recycling. Prior to becoming the Local Government Liaison he worked as a Servicing Representative and directly represented municipal workers.



**RACHEL FORBES** is a staff lawyer at West Coast Environmental Law where her work focuses on environmental assessment law reform, and law and policy projects related to local government sustainability. Rachel has a bachelor of arts in urban geography and

communications from Simon Fraser University and a law degree from the University of Victoria that focused on environmental and Aboriginal law. Prior to joining West Coast, Rachel spent two years working primarily for local governments doing environmental, land use, and First Nations relations work. Rachel has previously been a volunteer director of non-profit and for-profit organizations and she is currently a director at large of the BC Society for the Prevention of Cruelty to Animals and a director of the Whistler Centre for Sustainability.



**DENISA GAVAN-KOOP** is an urban planning consultant with a background in public engagement and graphic design. She is passionate about collaborative planning and meaningful participation in the planning process. She has worked as a

consultant for UBC Campus and Community Planning and as a Planning and Constituency Assistant for Councillor Kristyn Wong-Tam in the City of Toronto. She holds both an MES in Environmental Studies and Urban Planning from York University and an MA in Political Science from Simon Fraser University. She currently volunteers her time with a Vancouver based non-profit organization – Women Transforming Cities.



**LARRY HAYES** is Chair of the Burnaby School Board, serving his fourth term as a Trustee. He holds a Community Service Worker Certificate and a Diploma in Corrections from Douglas College and a Bachelor of Arts in Criminology/ Psychology from SFU. Larry worked for over twenty years in the provincial and federal corrections system and remains a member of

the Canadian and BC Justice Associations. He is Executive Director of the Burnaby Minor Hockey Association, and was inducted into the Burnaby Sports Hall of Fame in the Builder Category in 2006.



**LISA HELPS** In addition to being a City Councillor, Lisa is the Executive Director of Community Micro Lending, an organization she helped to start in 2009. Community Micro Lending makes small loans and provides mentorship and support to local people who want to start businesses or become self-employed but don't qualify for credit from banks. Her past community experience

includes: board member and board Chair of Fernwood NRG, which bought the Cornerstone building, opened the Cornerstone Cafe as social enterprise and built 10 units of affordable housing for families during her involvement; member Leadership Victoria Program Committee in which she helped craft and deliver a nine month community leadership program; and Chair, Bread and Roses Collective, which produces the Victoria Street Newz for low-income people to sell.



**GEORGE HEYMAN** is the Executive Director of Sierra Club BC and their primary public spokesperson on environmental assessment, climate, forest management and sustainable economic alternatives. Previously he served as president of the BC Government and Service Employees' Union from 1999 to 2008. George is a respected negotiator with over

25 years experience, and is a frequent speaker on negotiations and collaborative decision making. He serves on advisory committees of Simon Fraser University's Graduate Public Policy Program, SFU's Morgan Centre for Labour Studies and Royal Roads University's School of Leadership Studies. He has lectured at undergraduate and master level courses at SFU's Public Policy and Labour Studies programs, at Royal Roads and UBC's Sauder School of Business.



**CHEEYING HO** is the Executive Director of the Whistler Centre for Sustainability. She has worked in policy, planning and education on transportation, land use and smart growth for over 10 years. Cheeying was the Executive Director of Smart Growth B.C. – a province-wide non-governmental organization promoting



sustainable land use and development and Executive Director of BEST (Better Environmentally Sound Transportation). Cheeving is a former high school and college teacher of science and mathematics. She served as a member of the Prime Minister's External Advisory Committee on Cities and Communities, as well as a term on the Board of Vancity Credit Union and currently sits on a number of other advisory boards and committees including the Mayor of Vancouver's Greenest City Action Team.



**AMBER HOCKIN** is the Pacific Regional Director of the Canadian Labour Congress (CLC). She began her work with the CLC in Ottawa in 1994 as the National Health & Safety Representative, changing positions in 1999 to be the National Coordinator of Program Development in the CLC Education Department. Amber believes Labour's

role in community activism is to work with our partners to build healthy, safe, respectful, and prosperous communities. As Regional Director, Amber is responsible for the development and implementation of political action and campaigns for the CLC Pacific Region. She is a strong believer in encouraging and supporting working people who run for public office.



**SARAH HOFFMAN** has experience in both the fields of education and politics. She holds a master's degree in Educational Policy Studies from the University of Alberta and she was the Research Director for Alberta's NDP Opposition (2007-2011). She believes in the importance of building relationships with school councils, staff

and the broader community to ensure there is full representation on the Board. A top priority of hers is to keep the Board's focus on children, families and communities, which includes finding alternatives to school closures. Sarah is dedicated to keeping these values at the foundation of every decision the Board makes.



**CRAIG KEATING** was first elected to City Council in 1999 and has been re-elected four times since. He has served on a wide variety of local and regional committees. Craig has established himself on Council as a supporter of the City's widely recognized vision of sustainability that includes lessening our environmental footprint, ensuring fairness

and opportunity for all, and promoting a vibrant and diverse business environment. Craig is married with two children. He graduated with a Ph.D in history from McMaster University and he currently teaches at Langara College. Craig is a candidate in the riding of North Vancouver-Lonsdale for the 2013 Provincial election.



**SETH KLEIN** is the BC Director of the Canadian Centre for Policy Alternatives, a public policy research institute committed to social, economic, and environmental justice. His research deals primarily with issues of welfare, poverty, and inequality. He is co-chair of the BC Poverty Reduction Coalition, an advisor to the Metro Vancouver Living Wage for Families

campaign, and an advisor and instructor for Next Up, a leadership program for young people committed to social and environmental justice. A social activist for over 20 years and a former teacher, Seth is a well-known media commentator and speaker on public policy issues.



**DONNA MACDONALD** was first elected to Nelson City Council in 1988. She's currently serving her seventh term as a councillor, and has gained wide-ranging knowledge about how the City and her community operate, and about the municipal world generally. Nelson is known for its heritage and other unique characteristics, and Donna is particularly proud of the story

of Nelson Hydro, now powering ahead into its second century. This is not a story about megawatts, power lines and bottom lines. It's about public wealth, self-reliance, sustainability and opportunities.



**EMANUEL MACHADO** is the Manager of Sustainability Services and Special Projects with the District of Sechelt and is responsible for the development and implementation of the District's sustainability plan. Emanuel has extensive experience working with communities on all aspects of sustainability, with a focus on renewable energy, water and

food. He is involved with the Green Communities Committee, The Whistler Sustainability Centre, QUEST BC, and the Pacific Institute for Climate Solutions (PICS) Sub-Committee on Sustainable Communities. In 2007 he was the recipient of the Arbor Vitae Award from the Ministry of the Environment and in 2008 he received a Professional Award for Innovation from the Local Government Management Association of BC.



**MICHAEL MCCARTHY-FLYNN** hails from Ireland. He has a Masters in Community Development from the National University of Ireland. He has worked in the inner city of Dublin, Ireland, for nearly a decade on a variety of anti-poverty and social inclusion programs. He has also worked with people living with HIV/AIDS in Swaziland, helping them set up income-

generating projects. He has been living in Vancouver since 2009 and is the organizer with the Living Wage for Families Campaign.

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**JAIMIE MCEVOY** is currently serving his second term on New Westminster's City Council. With a strong community and policy background, Jaimie has been actively involved with local issues such as homelessness, poverty, crime and affordable housing. Jaimie led

New Westminster's Council to adopt a Living Wage policy, which was first municipal Living Wage policy adopted in Canada, and was then re-elected with a strong increase in votes in the last election. He is a member of New Westminster's Homelessness Coalition and is the Director of the Hospitality Project at the New Westminster Food Bank. Jaimie is also the Chairperson of the Community and Social Issues Committee in New Westminster.



**JACK MCLEMAN** worked for over 30 years in a saw mill. Shortly prior to retirement Jack was elected to City Council in Port Alberni and was immediately made the city liaison for the soon to be established Community Forest. They went through many difficulties getting

to where they are today, having just completed the first cut and giving the city their first dividend on profits. Jack was elected to the Board of Directors of the BC Community Forest Association the next year and is still on that Board.



**DAVE MESLIN** is a Toronto-based artist and organiser. Dave has instigated a variety of urban projects including the Toronto Public Space Committee, *Spacing Magazine*, City Idol, Human River, Toronto Cyclists Union, *Dandyhorse Magazine* and Better Ballots. Multi-partisan and fiercely

optimistic, Dave embraces ideas and projects that cut across traditional boundaries between grassroots politics, electoral politics and the arts community. In his work, he attempts to weave elements of these communities together. Dave blogs at *Mez Dispenser*, and is currently co-editing a book with Coach House Press about civic engagement in Toronto.

**NOW COMMUNICATIONS** is a full-service social marketing and advertising agency, focused on helping sell things that money can't buy: ideas, causes, social change. Since setting up shop in Vancouver in 1991, NOW's trainers have worked with elected people at all levels of government, from municipal candidates to Premiers to the late Jack Layton.



**ELLEN PEKELES** is the Vice President of Human Resources for Vancity Credit Union. Ellen joined Vancity in November 2006 as VP of Community Leadership, and then SVP Strategy until November 2009. Prior to Vancity, Ellen was a Chief Operating Officer in Vancouver Coastal Health from 2002-2006. In that role she was responsible for the full spectrum of

health care in 11 municipalities and 14 First Nations communities leading 3500 staff. Ellen holds a BSc in Physical Therapy from University of Toronto and an MHA from University of Ottawa.



**LEANNE PIPER** has served as a city councillor in Guelph, Ontario since 2006, after having also served as a former school board trustee. Her background as a grassroots community activist in the area of civic engagement, heritage conservation and the environment have given Leanne a keen awareness of the fragile tension between

the public and the political process. She currently chairs the city's Planning, Building, Engineering and Environmental Services committee. Leanne holds degrees in history and English from McMaster University, and currently works at the University of Guelph. Guelph has an enviable reputation in the area of public engagement and collaborative community partnerships and was recently dubbed by the media as the "Granola Capital of Canada".



**BRENDA REID-KUECKS** is the President of Ecotrust Canada (EC), an enterprising charitable organization whose purpose is to build a conservation economy in coastal BC. Prior to becoming EC's President, Brenda was Director of Programs for five years, working from the community office in Clayoquot Sound. Before joining the organization,

Brenda was responsible for developing a coast-wide program for the Fishermen's Union and the Province of BC to support economic diversification in communities affected by the loss of commercial salmon fishing. Brenda is committed to building strong local institutions that provide a place for shared decision-making and for creating resilient economies and communities.



**ANDREA REIMER** is serving her second term on Vancouver's city council. Andrea previously served as a Vancouver School Board Trustee (2002-2005), the first to be elected in Canada under the Green Party banner. A long-time supporter of sustainability and community economic development, she has volunteered with many community organizations including

serving as: past President of the CCEC Credit Union and the Canadian Women's Voters Congress; Vice-Chair of the local Farmer's Market Society; and a former Co-Chair of the City of Vancouver's Food Policy Council. She currently serves as a Director of Environmental Education Action Project, and sits on the Vancouver Foundation's Health and Social Development Advisory Committee. Prior to being elected to City Council, Andrea was the Executive Director of the Wilderness Committee, a position she held from 2002 to 2010, and is a recognized leader in BC's environmental movement.



**MARYLYNNE RIMER** is a former trustee from District #63 Saanich where she served as chair for four years. She was an active advocate for public education on her board, and as a member of VISTA and BCSTA. MaryLynne spent 10 years in the BC provincial government, with the last six as a Deputy Children's Commissioner.

She has also extensive experience with a variety of community organizations. Currently, MaryLynne owns and operates MLR Consulting where she works with public, not-for-profit, and First Nations' organizations to enhance their productivity and innovation.



**AMY ROBINSON** has been applying her diverse skill set to sustainability in business for over a decade. Amy focuses on the implementation aspects of sustainability from an organizational systems point of view. Amy works as a researcher, trainer and implementation consultant in sustainable procurement, waste management and

greenhouse gas management with some of Vancouver's best-known business sustainability programs – Green Table Network, Sustainability Purchasing Network and Climate Smart Business. A veteran of the Board of the BC Chapter of Business Alliance for Local Living Economies (BALLE BC), she understands what is needed to develop a thriving and sustainable business network in the region.



**DAN ROGERS** was first elected in 1993, and has served 15 years on Prince George City Council including three years as Mayor. He was the first Mayor in Prince George's history to walk in the local gay pride parade and was recognized last year as Public Figure of the Year for his ongoing support of the Salvation Army. He's a past president and

life member of the North Central Local Government Association and a past member of the UBCM Executive. Dan was Chair of the Community Energy Association for seven years and played a key role in establishing the BC Mayors Climate Leadership Council as a vehicle to recognize and inspire greater action on climate change.



**PATRICIA ROSS** is currently serving her 7th term as Abbotsford city councillor. She is also vice chair of the Fraser Valley Regional District and served as their chair for the past three years. She is a Fellow of Leadership for Environment and Development International

and occasionally helps train new cohorts. LEAD is an international research and training program which fosters worldwide sustainability. Patricia has received many awards for her work including "Abbotsford's 2009 Woman of the Year," Chamber of Commerce Newsmaker of the Year and Rotary club Paul Harris awards. Patricia was the only member of Abbotsford council to take a position of opposition to the P3 water proposal in 2011.



**GAËTAN ROYER's** love of everything urban brought him to hundreds of cities in 30 countries. An architect and urban planner originally from Québec City, he served as Base Engineer at Canada's largest Air Base and peace-keeper in Bosnia. He received the Governor General's

Meritorious Service Medal for his humanitarian work in Sarajevo. During his time as City Manager in Port Moody, BC, the City received numerous awards including the International Livable Communities Award. Gaëtan is now the Manager of Metropolitan Planning, Environment & Parks for Metro Vancouver. Through his book, *Time for Cities*, and speaking engagements across Canada, Gaëtan Royer is a passionate advocate for a better deal for cities.



**ALISDAIR SMITH** is the Chair of the Greater Vancouver Compassion Network, a non-profit network of institutions, organizations, working groups and individuals committed to furthering compassionate engagement and conduct in our communities. The GVCN is endorsed

by a group of prominent Lower Mainland institutions and individuals that include the Dalai Lama Center for Peace and Education, Free The Children, Fair Trade Vancouver, Kindness Foundation, Christ Church Cathedral, Simon Fraser University's Centre for Dialogue, Canadians for Compassion, InterSpiritual Centre of Vancouver Society, Vancity, and the Vancouver Foundation.



# THE FUTURE IS LOCAL



**CHRISTOPHER SPENCER** is a public school board trustee representing west-central Edmonton. Christopher proposed the creation of an anti-homophobia policy with his first motion after his election in 2010. He has a degree in communications and was previously recognized as a Public

Education Volunteer of the Year by the Alberta Teachers' Association for his work seeking alternatives to school closures. Formerly a stay-at-home dad, Christopher's priority remains his children, now in Grades 1 and 4. He chairs the Edmonton Public School Board's Advocacy Committee and serves on the Public Interest Alberta Education Task Force.



**TASHA SUTCLIFFE** is the Fisheries Program Director and part of the senior management team for Ecotrust Canada (EC). EC's fisheries work focuses on building sustainable fisheries in coastal communities; fisheries that are economically viable, equitable,

and environmentally responsible. Tasha has an extensive background in fisheries, community economic development, and ecosystem based management. Prior to joining Ecotrust Canada, she helped form, and spent nine years as Program Director for, the Community Fisheries Development Centre in Prince Rupert, BC. Here, she worked with First Nations, Governments, community organizations, businesses, and industry to develop programs addressing the crisis in communities created by the collapse of fisheries.

**SASQUATCH TOURS** is a unique Sto:lo First Nations tour operator, owned by the Charlie family in Chehalis, BC. Sasquatch Tours operates enriching and memorable Aboriginal cultural cruises, interpretative programs, traditional ceremonies and dances, cultural awareness workshops, sensitivity training programs within the beautiful Coast Mountains of southwestern BC.



**VICTORIA WAKEFIELD** is known throughout the country for her dedication to social responsibility and her willingness to share what she has learned, with 23 years in the public and private sectors, a Certified Supply Chain Management Professional

(SCMP) and member of the Purchasing Management Association of Canada. In 2005 Vicki was hired by the City of Vancouver to implement the then new purchasing policy on ethical and sustainable purchasing. Vicki continues her work in Sustainability now at the University of BC as Purchasing Manager for Student Housing Hospitality, Daycare, Catering and Food Service operations. Vicki is a sought after speaker on Sustainable and Ethical Purchasing in Canada.

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