

August 31, 2023

MD of Bonnyville  
4905 50th Ave Bag 1010  
Bonnyville, AB T9N 2J7

**RE: Power Up North Conference**

Dear Mayor Elisa Brosseau,

This year's Power Up North organizing committee has been busy planning and we are happy to report that we will be holding this year's conference, our sixth, in the Lakeland at the beautiful Hotel Dene & Conference Centre on October 3rd, 4th and 5th 2023!

The Power Up North Conference is an annual event that is a true example of regional nonprofits, governments and businesses working together- propelling partnerships into action. The event has been held annually throughout Northeast Alberta and is designed to support rural economic developers, entrepreneurs and businesses who are vital to our economies and communities. The conference offers support and tools, provides inspiration, and is an opportunity to network and celebrate!

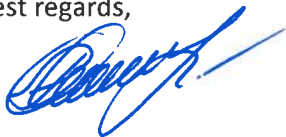
The 2023 event is **Future Focused** and the themes are centered around the **Future of Tourism**, how to **Future Proof your Business Finances**, and **The Future Face of Employment**.

Past events have emphasized the need for connection and adjusting to the new normal for entrepreneurs and businesses. This year we are future focused by highlighting three areas:

- Tourism Opportunities - Northeast Alberta is home to stunning lakes and tourist attractions. We want to showcase to our local entrepreneurs the potential opportunities.
- Business Finances – Training focused on real financial topics that will assist business owners in understanding their business finances. It is imperative that businesses understand their current financial situation to support business sustainability and growth.
- Future Workforce – Presentations to learn about how to work with a new demographic of employees, including millennials, and strategies for tapping into alternative employee sources such as job sharing.

This will be an exciting business and economic development conference in Northern Alberta that you will not want to miss!

Best regards,



Community Futures Lakeland Team



“The Voice of Business”

Empowering Communities  
& Energizing Economies  
Since 2018!

Preferred Pricing  
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on Sale Now!

# POWER UP NORTH

*The Entrepreneurs Conference*

October 3-5, 2023  
Hotel Dene &  
Conference Centre  
Cold Lake, Alberta

Our 2023 Event is  
**FUTURE FOCUSED!**

- The Future of Tourism
- Future Proof your Business Finances
- The Future Face of Employment



Keynote Speaker  
**ROGER BROOKS**  
Award-Winning  
Rural Tourism  
Expert



**IAN HILL**  
Social Innovator  
& Business  
Leader



**JAUNYA WOODS RICHARDSON**  
CEO of Nail The Numbers, Canada's go-to  
financial training agency for entrepreneurs



**MICHAEL KERR**  
Best-selling  
author & leading  
authority on  
workplace culture

Proudly presented by:



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until August 31, 2023

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Power UP North!

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# REGISTRATION

Power UP NORTH 2023 is all about being Future Focused!

This year's themes are centered around the Future of Tourism, How to Future Proof your Business Finances, and The Future Face of Employment.

We are proud to welcome a wide range of engaging speakers and instructors to share their insights and knowledge to help you get energized at this year's conference.



## FULL CONFERENCE PASS - 3 DAYS

**EARLY BIRD PRICES AVAILABLE  
UNITL AUGUST 31, 2023**

**Full Conference Pass includes admission to all events  
October 3 - 5, 2023.**

Enjoy Cocktails & Sails: Join the adventure where we will be bussed from the Hotel Dene into the City of Cold Lake to experience the hospitality and majestic beauty of the Lake Shore of Cold Lake.

Keynote Speak - Roger Brooks: author of the book "Your Town: An Amazing Destination - The 25 Immutable Rules of Successful Tourism" and founding member of the award-winning Destination Development Association.

Breakout Sessions centered around our Future Focused theme: the Future of Tourism, how to Future Proof your Business Finances, and The Future Face of Employment.

Networking opportunities, fantastic food, cultural experiences and more.



## PRECONFERENCE NETWORKING EVENT ONLY

## COCKTAILS & SAILS

This is an exciting opportunity to network with the speakers, partners, entrepreneurs, and local businesses of the Power Up North event.

Join the adventure where we will be bussed from the Hotel Dene into the City of Cold Lake to experience the hospitality and majestic beauty of the Lake Shore of Cold Lake.

This will be an unforgettable evening of networking, connections and great food.

Thank You to our TITLE Sponsor - The City of Cold Lake, for generously hosting the Power Up North preconference event of Cocktails & Sails!



**PUN 2023: FUTURE FOCUSED**  
**October 3, 4, 5, 2023**  
**Hotel Dene & Conference Centre, AB**

Time	Future Focused Tourism	Future Proof Your Business Finances	Future Face of Employment
<b>Tuesday</b>			
5:30 – 7:00	Welcome/Registration		
7:00 – 9:00	Cocktails & Sails - Preconference Networking Event		
<b>Wednesday</b>			
7:30 – 8:30	Buffet Breakfast		
8:00 – 8:15	Cultural Experience		
8:30 – 9:30	<b>Roger Brooks –</b> <i>Top Ten Fastest Growing Trends in Tourism</i>	<b>Taunya Woods Richardson</b> <b>Nail The Numbers –</b> <i>Build a Basic Business Budget Part 1</i>	<b>Michael Kerr –</b> <i>Leaders Leading Leaders: Great Cultures Begin with Intentional Leadership from the Top</i>
9:30 – 9:45	Coffee Break/Wellness Check		
9:45 – 10:45	<b>Travel Alberta –</b> <i>Tourism GRANTS and OPPORTUNITIES</i>	<b>Taunya Woods Richardson</b> <b>Nail The Numbers –</b> <i>Build a Basic Business Budget Part 2</i>	<b>Ian Hill –</b> <i>Job Carving: Recruiting, Managing and Retaining the Best Employees</i>
10:45 – 11:00	Coffee Break/Wellness Check		
11:00 – 12:00	<b>Roger Brooks -</b> <i>Marketing Your Business on a Minuscule Budget</i>	<b>BDC – CDAP Program</b> <b>Lise Danyluk –</b> <i>Digital Economy Program DIGITAL ADOPTION GRANTS</i>	<b>Michael Kerr –</b> <i>The Humour Advantage: Putting Humour to Work for Less Stress and More Success!</i>
12:00 – 1:00	Lunch		
1:00 – 2:00	<b>Roger Brooks –</b> <i>Top Ten Fastest Growing Trends in Tourism</i>	<b>Taunya Woods Richardson</b> <b>Nail The Numbers –</b> <i>Next Level Strategic Budgets Part 1</i>	<b>Michael Kerr –</b> <i>Leaders Leading Leaders: Great Cultures Begin with Intentional Leadership from the Top</i>
2:00 – 2:15	Coffee Break/Wellness Check		
2:15 – 3:15	<b>Indigenous Tourism Alberta</b> <i>Indigenous Tourism: Sharing our Stories</i>	<b>Taunya Woods Richardson</b> <b>Nail The Numbers –</b> <i>Next Level Strategic Budgets Part 2</i>	<b>Ian Hill –</b> <i>Job Carving – Recruiting, Managing and Retaining the Best Employees</i>
3:15 – 3:30	Coffee Break/Wellness Check		
3:30 – 4:30	<b>Roger Brooks –</b> <i>Marketing Your Business on a Minuscule Budget</i>	<b>Lakeland HR Solutions –</b> <i>Do's and Don'ts of Employee Terminations</i>	<b>Michael Kerr –</b> <i>The Humour Advantage: Putting Humour to Work for Less Stress and More Success!</i>
4:30 – 6:00	End of Workshop Break		
6:00 – 9:00	Knock It Out of The Park Networking & Panel Guests		

**PUN 2023: FUTURE FOCUSED**  
**October 3, 4, 5, 2023**  
**Hotel Dene & Conference Centre, AB**

6:45 – 7:00	Cultural Experience:
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<b>Thursday</b>			
7:30 – 8:30	Buffet Breakfast		
8:00 – 8:15	Cultural Experience: <b>Robert Rayko - Four Directions Bracelet</b>		
8:30 – 10:00	<b>Roger Brooks –</b> <i>Why Tourism? And How to Maximize the Industry Locally</i>	8:30 – 9:15	<b>Business Link –</b> <i>Unveiling Market Insights: The Power of Effective Market Research</i>
		9:15 – 10:00	<b>Futurpreneur –</b> <i>How to Future Proof Your Business Finances with Futurpreneur Canada: Analysis of where things are at</i>
10:00 – 10:15	<b>Coffee Break/Wellness Check</b>	10:00 – 10:15	<b>Coffee Break/Wellness Check</b>
10:15 – 11:45	<b>Roger Brooks –</b> <i>Why Tourism? And How to Maximize the Industry Locally cont...</i>	10:15 – 11:45	<b>Portage College –</b> <i>Entrepreneurs: Business Hats &amp; Blind spots</i>
11:45 -12:30	Lunch		
12:30	End of Conference		