

It's Not Business As Usual

February 25, 2004 at the Ottawa Congress Centre

Pre-Conference Breakfast 7:30 am - 9:00 am

Corporate Social Responsibility: Not Business as Usual for Canada and the Nation's Capital

Panelists: Hugh Porteous, Research and Corporate Relations, Alcan Inc.;

Paul Born, President, Tamarack - An Institute for Community Engagement

Ruth Foster, Associate Director - Corporate Social Responsibility, Bell Canada;

Douglas Frosst, Senior Manager, Executive Thought Leadership Cisco Systems

Moderator: Christopher Henderson, CEO, The Delphi Group

English with simultaneous translation

Morning Concurrent Sessions 9:30 am - 11:00 pm

Innovation in Working Together: Developing Stronger, More Dynamic Local Economies

Paul Born, President, Tamarack - An Institute for Community Engagement and George Brown, Managing Director, Ottawa Community Loan Fund

English with simultaneous translation

Home Ownership: Reaching the Homeless

Russell Mawby, Director of Housing, City of Ottawa and Liz MacKenzie, Centretown Affordable Housing Development Corporation (CAHDCO)

English

Every Community is Unique: Mapping Community Assets

Ethel Côté, Consultant

French

Creating an Effective Mentoring Program for Ottawa

Ken Hoffman, Consultant

English & French

Networking and Trade Expo 11:00 am - 11:45 pm

Pre-Luncheon Speech 11:45 am - 12:15 pm

Innovation and CED: Addressing Poverty in Canada

Paul Born, President, Tamarack - An Institute for Community Engagement

English with simultaneous translation

Keynote Speech 12:15 pm - 12:45 pm

Addressing Poverty and Homelessness in Canada

Claudette Bradshaw, Minister of Labour, Federal Coordinator on Homelessness

English with simultaneous translation

Lunch, Networking and Trade Expo 12:45 pm - 1:30 pm

Plenary Session 1:30 pm - 2:45 pm

Developing Resources for Asset-Based Community Development (ABCD)

Paul Born, President, Tamarack - An Institute for Community Engagement and Ottawa Playback Theatre

English with simultaneous translation

Afternoon Concurrent Sessions 3:00 pm - 4:30 pm

Reporting Real Results: Accounting for the Double Bottom Line

Élise Tessier, Executive Director, Réseau d'investissement social du Québec (RISQ)

French with simultaneous translation

Social Marketing: Part Art, Part Science and All Process

Stephen McGill, President and Creative Director, McGill Buckley Intercreative Marketing

English

Access to Savings: Building a Case for Individual Development Accounts (IDAs)

Jennifer Robson-Haddow, Manager of Policy Research & Development, SEDI And Cheryl Parsons, Consultant

English

Across Boundaries, Sampling Edible Delights: Linking Rural and Urban CED

Bob Thomson, Co-ordinator, Ottawa Food Security Council; Natasha Beaudin, Coordinator, Good Food Box; and Cindi Rye, Social Service Worker, Somerset West Community Health Centre

English

An Introduction to Community Economic Development (CED)

Jacques Carrière, Director, Community Economic Development Technical Assistance Program (CEDTAP)

French



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