



FOR IMMEDIATE RELEASE

Entrepreneurial Inspiration with Lessons from a Dragon! Registration deadline extended to May 31, 2011

Bon Accord, Alberta, - May 27, 2011 There's entrepreneurial excitement in the air with the recent announcement of the North West Refinery and the opportunities that this project presents. The Town of Bon Accord will be hosting their first ever regional **Business Symposium "Building for Tomorrow"** on **June 8, 2011, from 1:00 pm – 5:00 pm** at the Bon Accord Arena.

Internationally acclaimed keynote speaker and marketing expert, **Arlene Dickinson**, from the CBC series, *The Dragon's Den*, will be sharing "**Lessons from the Den**" **Succeeding at Business and Being an Entrepreneur**. She is considered one of the most powerful business leaders in Canada, and has been ranked as one of Profit magazine's Top 100 Women Entrepreneurs for the past seven years running.

In addition, MC Danny Hooper will introduce guest speakers **Doug Bertsch, Vice President of Regulatory Affairs of North West Redwater Partnership** and **Wayne Robert, of Lochaven Management Consultants**.

Mr. Bertsch will be speaking about manpower, service requirements and the opportunities the North West Refinery project brings and what it means to the region.

Mr. Robert will be speaking to the importance of Regional Economic Development and its impact for the many stakeholders, the roles we all play.

In recognition of outstanding achievement in entrepreneurship at the University of Alberta, Alberta School of Business, the Town of Bon Accord will provide leadership with a \$3,000 grant.

You won't want to miss this amazing and informative event and the opportunity to network. For more information, and registration details, visit Bon Accord's website: www.town.bonaccord.ab.ca

Note: Registration deadline has been extended to May 31, 2011

- 30 -

Media Contact:
Gale Schwenneker
Economic Development Coordinator
townoffice@town.bonaccord.ab.ca
www.town.bonaccord.ab.ca
780-921-3550; fax 780-921-3585

PROVIDENT
ENERGY LTD.

start
in Sturgeon
startinsturgeon.ca

H&R BLOCK

Cheyenne
Rigs Inc.

GUARDIAN CHEMICALS INC.

EDMONTON
ECONOMIC DEVELOPMENT
CORPORATION