



Facilitated by Cheryl Brine, OMAFRA
Hosted by Town of Saugeen Shores

Thank you!

Thank you to our community members and government officials for attending this event, to Bruce County for supporting it, to Bruce Power for their sponsorship and to our panel of experts for taking the time to share their insights.

To provide feedback on this event visit
SaugeenShores.ca/LabourShortage

Agenda - Wednesday, March 20

- 8am:** Registration, Refreshments & Networking
- 9am:** Welcome
- 9:30am:** Panel Discussion & Local Stories
- 11:30am:** Additional Updates
- Matt Meade, Bruce County
 - Jay Pausner, Town of Saugeen Shores

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Town of Saugeen Shores

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Panel of Experts

For additional information on our speakers, visit SaugeenShores.ca/LabourShortage

Gemma Mendez-Smith

**Executive Director,
Four County Labour Market Planning Board**



Gemma Mendez-Smith is the Executive Director of the Four County Labour Market Planning Board (Planning Board), serving Bruce, Grey, Huron and Perth counties. She has been working in the area of labour market development for over 17 years. Joining the Planning Board in 2001 opened her

eyes to the subtleties of the changing labour market needs. She also learned the importance of labour market planning for communities that expect to participate in the global economy is key to our success.

Ashleigh Weeden

**PhD Student & Research Assistant,
University of Guelph**



Ashleigh Weeden is an award-winning rural innovator who currently splits her time between Ontario's Bruce and Wellington Counties. Her work leading Grey County's Connected County Initiative directly contributed to the County receiving recognition as one of the Top7 Intelligent Communities of 2017 and the

top achiever in its population category. Ashleigh also provided strategic communications and community engagement support for the largest publicly funded regional broadband project in Canada to date, the Southwestern Integrated Fibre Technology (SWIFT) Initiative, including supporting First Nations engagement in the project. Learn about Ashleigh's doctoral research by visiting www.ruraldev.ca/ashleigh-weeden.

Pat Jilesen

**Director,
Ontario Federation of Agriculture**



Pat is a public affairs and strategy expert with over 10 yrs of experience working with local, provincial and federal government. His passion for agriculture has led him to the position of Director with the Ontario Federation of Agriculture, representing 38,000 farms and farm families across Ontario.

Pat has recently began working with Michael Keegan & Associates, a government and business consulting firm based in Guelph.

Dr. Ryan Gibson

**Libro Professor in Regional Economic Development,
University of Guelph**



Originally from rural Manitoba, Ryan Gibson has a deep intrigue and respect for rural communities, rural people, and the events that shape their futures. Over the past ten years, Dr. Gibson has been engaged in research projects and community development processes focused on new forms of governance,

regional collaboration, cooperatives, rural philanthropy, rural revitalization, and immigration and migration. Dr. Gibson is the Libro Professor in Regional Economic Development at the School of Environmental Design and Rural Development at the University of Guelph.

For more information visit www.ruraldev.ca.