



The Grande Alberta Economic Region is pleased to sponsor
The Fifth Regional Economic Development Network Session

**“If you want to win the World Series, you have to learn to
play Baseball --- How to Work with your local Media”**

**December 14, 2005
9:30 am – 2:00 pm
Room 110, Provincial Building
111 – 54 Street, Edson, Alberta
Lunch Included**

**A learning, networking event for everyone interested in working
with your local media**

Presented by Jim Dau of Prismatic Group Inc. Jim Dau grew up in the media business in Alberta. Beginning working in the family community newspaper in Three Hills at age 11, Jim held several positions in a variety of community newspapers in Alberta while graduating with a diploma in Journalism from the Southern Alberta Institute of Technology in 1972. During a decade long career as a journalist, Jim worked in magazines, daily newspapers, on television and in radio and his journalistic career culminated in management positions in both television and radio newsrooms. He joined the Alberta Government where he worked in various progressively more senior media relations and communications capacities from 1981 to 1999, including Director of Communications at Alberta Environment from 1988 to 1992, Director of Communications, Office of the Premier from 1993 to 1998 and Executive Director, Corporate Communications, Public Affairs Bureau from 1998 to 1999 where his responsibilities included government-wide communications strategies. He joined an international public affairs consulting firm in November of 1999 and was Senior Counsel providing strategic communications advice to a wide variety of clients. In August of 2001 he formed Prismatic Group Inc. where he specializes in issues management, government relations and strategic communications counsel and planning.

Registration Fees:

Members \$25.00 Non-Members \$45.00

Please note - Lunch is included with your registration.

If you are from one of the following municipalities you will qualify for the **member price**:

Brazeau County

Town of Edson

Town of Grande Cache

Town of Mayerthorpe

Municipality of Jasper

Village of Sangudo

Yellowhead County

Town of Drayton Valley

Town of Fox Creek

Town of Hinton

Town of Whitecourt

Village of Onoway

Woodlands County

Registration Deadlines:

- Member Municipalities please ensure your registration is received by November 30, 2005.
- Registration for Non-Members opens November 30, 2005.
- Registration closes December 7, 2005 or when courses are full.

For Further Information or Registration Forms please contact:

Chris Lockhart

Grande Alberta Economic Region

Room 111

111 54 ST

EDSON AB T7E 1T2

PHONE: 780-723-7706

FAX: 780-723-8240

TOLL FREE: 1-866-723-7706

E-MAIL: chris.lockhart@grandealberta.com

Registration Form

**Regional Network Session in Edson on December 14, 2005
Room 110, Provincial Building
111 – 54 ST.**

Member Municipality _____ X \$25.00

Non-Member Municipality _____ X \$45.00

People attending:

Name

Address

Telephone/E-Mail

Please make cheque payable to the Town of Edson and submit with your registration to Chris Lockhart.

Registration will be confirmed upon receipt of payment.

Chris Lockhart
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