



OCTOBER 1<sup>ST</sup>, 2<sup>ND</sup>, AND 3<sup>RD</sup> 2008  
HUNTSVILLE, ONTARIO

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# *PROGRAMME*

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## Table of Contents

A Welcome from your Host ..... Pg. 2

Conference and Contact Information..... Pg 3

Programme

- Wednesday Evening – Registration, Reception, Dinner ..... Pg 4
- Thursday Morning – The Lay of the Land ..... Pg 5
- Thursday Afternoon – A Showcase of Innovative Applications ..... Pg 5
- Friday Morning – Future Visioning..... Pg 8



## A Welcome From Your Host

October 1<sup>st</sup>, 2008

Welcome to Ontario's Digital Economy Conference!

Muskoka Community Network is truly pleased to that you are able to attend this event, and we would also like to acknowledge our conference sponsors which include *FedNor*, and *The Province of Ontario*.

Since the introduction of the silicone chip, digital technology has continued to grow and touch virtually every facet of our lives. Now embedded in our economics, society, and more recently our environmental stewardship, digital technology underpins our lives in many ways.

As digital technology opens new doors, adaptation will be required to seize opportunities and overcome challenges that will continually emerge. This conference is designed to facilitate and stimulate this dialogue for Ontario.

On behalf of The Muskoka Community Network Board of Directors and our projects sponsors, we hope you find this conference provocative, inspiring, and enjoyable.

Regards,



Rob McPhee  
Executive Director  
Muskoka Community Network

## Contact Information

If you need assistance regarding a conference related issue please contact:

### Muskoka Community Network

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OR

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If you need assistance with a resort related issue please contact:

### Deerhurst Resort

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**October 1-3, 2008**  
 Deerhurst Resort and Conference Centre, Huntsville, Ontario  
[www.thedigitaleconomy.ca](http://www.thedigitaleconomy.ca)

**PROGRAMME**

Wednesday October 1, 2008		
16:00-18:00	<b>Registration</b>	<b>Guest Services Foyer</b>
18:00-20:00	<b>Cocktails, Reception, Networking, and Second Life Presentation with <a href="#">Leigh Rowan</a></b>	<b>Peninsula Room</b>
20:00	<b>Dinner</b>	<b>Peninsula Room</b>
Thursday October 2, 2008		
<b>Morning Theme: Lay of the Land</b>		
A look at the tools we use today, where we are and where others are at, as we transition from a manufacturing based economy to a knowledge-based one and what that means.		
07:30-08:30	<b>Registration opens</b> Breakfast / Networking	<b>Eclipse Dining Room</b>
09:00-09:15	<b>Conference Welcome</b> <a href="#">Todd Lucier</a> , BHK, Bed <b>Welcome Remarks</b>	<b>Waterhouse Ballroom</b>
	<b>Ron McKerlie, Deputy Minister - Ministry of Government Services</b>	
09:15-10:00	<b>Morning Keynote</b> "Managing Behaviours and Attitudes for Knowledge Management"  <a href="#">Doug Cooper</a> , Intel Canada	<b>Waterhouse Ballroom</b>

Thursday October 2, 2008			
10:00-10:15	<b>Morning Coffee Break / Networking</b>	<b>Waterhouse Foyer</b>	
10:15-11:15	<p><b>Session 1A</b>  <b>Arthur Lismer Room</b>  <i>Economic Development</i></p> <p><b>Overview of Industry Sectors E-Business Study Results</b></p> <p><b>Frédéric Chevalier</b>, E&amp;B Data</p> <p><b>Dr. Charles Davis</b>, Ryerson University</p>	<p><b>Session 1B</b>  <b>Jackson Room</b>  <i>Social and Community Development</i></p> <p><b>Understanding how Cultural Mapping Leads to Convergence</b></p> <p><b>Facilitator: Fred McGarry</b>-The Centre for Community Mapping</p> <p><b>Peggy Weston</b> - Playscape WR</p> <p><b>Jan Hennig</b>, Kitchener Waterloo Action Centre</p>	<p><b>Session 1C</b>  <b>Casson Room</b>  <i>Environmental &amp; Other Development</i></p> <p><b>Cisco - Network on Wheels (Now) Van</b></p> <p><b>Brantz Myers</b>, Cisco Systems</p> <p>Followed with the "In Van NOW" Demonstration</p>
11:15-11:30	<b>Coffee Break / Networking</b>	<b>Waterhouse Foyer</b>	
11:30-12:30	<p><b>Session 2A</b>  <b>Arthur Lismer Room</b>  <i>Economic Development</i></p> <p><b>nGen: Leveraging Local Partnership to Foster Innovation</b></p> <p><b>Jeff Chesebrough</b>, nGen Niagara Interactive Media</p> <p><b>Jean Bridge</b>, Brock University</p>	<p><b>Session 2B</b>  <b>Jackson Room</b>  <i>Social &amp; Community Development</i></p> <p><b>One Community</b></p> <p><b>Lev Gonick</b>, One Community</p>	<p><b>Session 2C</b>  <b>Casson Room</b>  <i>Environmental &amp; Other Development</i></p> <p><b>Beyond Green IT: Harnessing ICT to Enable Carbon Footprint Reduction</b></p> <p><b>Lawrence Surtees</b>, IDC Canada</p>
12:30-13:15	<b>Lunch / Networking</b>	<b>Eclipse Dining Room</b>	
<p><b>Afternoon Theme:</b> A Showcase of Innovative Applications. A look at innovative applications that are being used today, including panel discussions by people who are using them.</p>			
13:15-14:00	<p><b>Afternoon Keynote</b></p> <p><b>Telemedicine in Ontario</b></p> <ul style="list-style-type: none"> <li><b>Dr. Ed Brown</b>, Ontario's Telemedicine Network (OTN)</li> </ul>	<b>Waterhouse Ballroom</b>	

14:00-14:15	<b>Move to Breakout</b>		
14:15-15:15	<p><b>Session 3A</b>  <b>Arthur Lismer Room</b>  <i>Economic Development</i></p> <p><b>Using the Internet for Competitive Intelligence for Small Businesses</b></p> <p><b>Frédéric Chevalier</b>, E&amp;B Data</p> <p><b>Bob Glandfield</b>, CEO, Innovation Synergy Centre</p> <p><b>Deepack Bajaj</b>, Seneca College</p>	<p><b>Session 3B</b>  <b>Jackson Room</b>  <i>Social and Community Development</i></p> <p><b>Cisco - Network on Wheels (Now) Van</b></p> <p><b>Brantz Meyers</b>, Cisco Systems</p> <p>Followed with the "In Van NOW" Demonstration</p>	<p><b>Session 3C</b>  <b>Casson Room</b>  <i>Environmental &amp; Other Development</i></p> <p><b>E-Traceability - Farm to Fork</b></p> <p><b>Holly Sabara</b>, Ontario Ministry of Agriculture, Food and Rural Affairs</p>
15:15-15:30	<b>Afternoon Coffee / Networking Break</b>		<b>Waterhouse Foyer</b>
15:30-16:30	<p><b>Presentation:</b> "How community champions transformed their communities and businesses to navigate and thrive in the digital economy".</p> <p><b>Moderator:</b> <a href="#">Todd Lucier</a>, BHK, Bed</p> <ul style="list-style-type: none"> <li>• <a href="#">Mayor Brenda Halloran</a>, Mayor of Waterloo</li> <li>• <a href="#">Brian Beaton</a>, K-Net</li> <li>• <a href="#">Jennifer Cooper</a>, Metroland Media</li> </ul>		<b>Waterhouse Ball Room</b>
16:30-16:45	<b>Refreshment Break with Light Appetizers / Networking Break</b>		<b>Waterhouse Foyer</b>
16:45-17:45	<p><b>Session 4A</b>  <b>Arthur Lismer Room</b>  <i>Economic Development</i></p> <p><b>Customer Service 2.0</b></p> <p><b>Scott Gow</b>, Ministry of Government Services</p>	<p><b>Session 4B</b>  <b>Jackson Room</b>  <i>Social &amp; Community Development</i></p> <p><b>Applying Cultural Mapping to Community, Social &amp; Economic Development</b></p> <p><b>Facilitator:</b> <a href="#">Fred McGarry</a> - The Centre for Community Mapping</p> <p><b>Silvia Strobl</b> Ministry of Natural Resources (MNR), Coordinator, IM &amp; Spatial Analysis Unit</p> <p><b>Dan McCarthy</b>, PhD, University of Waterloo</p>	<p><b>Session 4C</b>  <b>Casson Room</b>  <i>Environmental &amp; Other Development</i></p> <p><b>Geocaching - The Game and the Economic Benefits</b></p> <p><b>Mary Barker</b></p> <p><b>Taking Technology from Timmins to the World</b>• <a href="#">Marilyn Wood</a>, Mikro-Tek</p>

Thursday October 2, 2008			
17:45- 18:30	<b>Networking</b>	<b>Tom Thompson Room</b>	
18:30- 19:30	<b>Keynote Presentation: "Facing Technology Together"</b> <b><u>Robert J. Sawyer</u></b> , Author  In his entertaining keynote address, Facing Technology Together, Rob will show us why science fiction has been called "the only preventive medicine for Future Shock," and explain how extrapolative science-fiction thinking and rapid adoption of cutting-edge technologies can aid businesses as they rush to meet the future.	<b>Tom Thomson Room</b>	
19:30- 21:00	<b>Dinner</b>	<b>Tom Thomson Room</b>	
21:00	<b>Deerhurst Show</b> - Optional for conference guests	<b>Lodge Showroom</b>	
Friday October 3, 2008			
<b>Morning Theme: Future Visioning</b> A look at where we go next. Fostering digital innovation to improve Ontario's productivity.			
08:00- 09:00	<b>Breakfast / Registration</b>	<b>Eclipse Dining Room</b>	
09:00- 09:15	<b>Muskoka Community Network Host Address</b>	<b>Waterhouse Ballroom</b>	
09:15 - 09:45	<b>Morning Keynote</b> " Building Ontario's Digital Future: Strategic Research Findings"  <b><u>Robert Dowler</u></b> , Corporate Chief Strategist, OCCIO, Ministry of Government Services	<b>Waterhouse Ballroom</b>	
09:45 10:00	<b>Move to Break Out</b>		
10:00- 11:00	<b>Session 5A</b> <b>Arthur Lismer Room</b> <i>Economic Development</i>  <b>Intergovernmental Integration: New Policy Possibilities</b>  <b><u>Rob Dowler</u></b> , Ministry of Government Services  <b><u>Glen Milne</u></b> , Independent Policy Consultant  <b><u>Richard Simpson</u></b> , Industry Canada Electronic Commerce Branch	<b>Session 5B</b> <b>Jackson Room\</b> <i>Social &amp; Community Development</i>  <b>Education Clouds and Research Clouds</b>  <b><u>Rachel Ellaway</u></b> , Northern Ontario School of Medicine	<b>Session 5C</b> <b>Casson Room</b> <i>Environmental &amp; Other Development</i>  <b>Applications in Digital Technologies – Climate Change</b>  <b><u>Dr. Richard Kelly</u></b> , University of Waterloo

