

Jody MacArthur
Opening Remarks (Beginning of Program)
Building our Future, featuring Rebecca Ryan
October 18, 2007

Good afternoon.

My name is Jody MacArthur
and I am the Manager of Investor Relations
at the Greater Halifax Partnership.

Welcome to the fourth and final instalment
of this year's Building our Future speaker series.

As the economic growth organization for Greater Halifax,
the Partnership is committed to stimulating discussion
and raising awareness on leading issues
that impact the growth of our economy.

Our partners in today's event are also committed to growth.
Our presenting partner, The Chronicle Herald.
And our other partners:
the Halifax International Airport Authority,
Mount Saint Vincent University,
Office Interiors
and RBC Financial Group.

Today we're very pleased to have Rebecca Ryan with us.
This is Rebecca's second trip to Halifax
to speak at a Building Our Future event.

She was here for the first time a year ago
when she talked to us about
understanding,
attracting
and retaining the next generation of workers.

And now she's back
and watch out.
She has a lot to say.

And by the way,
She is speaking to more than just those of us in the room.
In an effort to be cool and technologically hip,
we are webcasting this event live
and are going to make it available for download on our website

after the event.

Rebecca is the top
North American subject matter expert
on what the best cities
and the best companies
need to do to attract the best people.

Because
only the coolest cities get the coolest people.

So we're here today to take the next steps
towards being an even cooler city.

The first step is the research Rebecca is presenting.

The real work begins at 1:30 today when we leave this room.

The good thing is
We have a plan and we'll hear about that today.
We have partners.
And we're pushing forward.

Nobody said it was going to be easy.
But being a leader never is.

And we are a leader.

Greater Halifax is the very first
Canadian city
to do this kind of work with Rebecca.

That's how committed we are to young professionals,
to our community,
to our businesses.

We are out in front of other places
that haven't clued in yet that people matter.

But the Greater Halifax Partnership
And Saint Mary's University, our partner in this research
are committed
to making this the best city in Canada
for a young professional to live.
To work.
To play.

To build a life and a career.

You'll notice on your chairs, a copy of the Building Our Future news sheet that appeared in today's Chronicle Herald.

We've profiled some companies that are already doing what it takes to invest in talented people.

NovaScotian Crystal

Bell Aliant

Extreme Group

Best in class employers right here in Halifax.
It can and is being done here.

You'll also read about a new young professionals organization that I am very excited about.

FUSION Halifax

More on that later...

I'd also like to draw your attention to the agenda cards on your table. On the back, you'll notice a guide to some of the words and acronyms you'll hear today. We just want to make sure you know what we mean when we say:

YPs

EPs

MEPs

boomeranger – not the toy that you throw that always comes back to you

Transplant – and we're not talking about what grows in your garden, or what dies in mine.

Rebecca will fill you in on the rest.

I would now like to call on Martin Lundrigan, Account Executive, The Chronicle Herald to bring greetings on behalf of our presenting partner.

(MARTIN SPEAKS)

Thanks, Martin. Now let's eat.
Our schedule is tight today,
Rebecca has a lot to say and we don't want to waste time.
Enjoy your lunch and I'll see you back here in 15.

AFTER Lunch

I'd now like to ask Emily Penney
A young professional and former alumnus
From Mount Saint Vincent University
And a former coop student at the Greater Halifax Partnership
To more formally introduce our keynote speaker.

Emily...

Jody MacArthur
Closing Remarks (End of Program)
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Thank you, Rebecca.

And thanks to your Next Generation Consulting team,
Especially Molly Foley. She is here today.

Before we close, I have a few housekeeping items...

Buy Rebecca's book. I highly recommend it –
whether you're an EP, a YP, an XP, dink, whatever
I think you'll find it a great read.

So congratulations, Rebecca, you're an author now!

We talked about FUSION Halifax – the new YP organization.
Our launch event is one week from today
at the Maritime Museum of the Atlantic.
If you question the appetite for an organization like this
Consider that we sold out in less than four days
mostly through word of mouth.

On October 25th
250 of this city's best and brightest
will Rock the Boat and launch this new organization!

Where are my fellow FUSION Board members?
Please stand up.
If you want to know more about the organization,
talk to one of us.
We have bookmarks to give you with our website address on it.
Visit our site and join up.

If you parked in the parking lot just outside of here,
your parking is covered.
If you didn't receive a pass on the way in,
please indicate to the attendant that you attended this event
and your parking will be covered.

Thanks to our other speakers today: Dick, Martin, Emily.

Thanks to our Investors who continue
to drive the economic growth of Greater Halifax
and support work like the Greater Halifax handprint.

Especially Saint Mary's University,
our partner in the Handprint Research.

To our investors who contributed to this event:

Kim Squared

AVW-TELAV

Atlantic Digital Reproductions

RCR Hospitality Group

News 95.7

97.9 Information Radio

NovaScotian Crystal

A special thank you to our Building Our Future partners – Presenting partner,
The Chronicle Herald.

Other partners: the Halifax International Airport Authority,

Mount Saint Vincent University,

Office Interiors

and RBC Financial Group.

For the important role you are playing in advancing our economy.

We couldn't do this without you.

And thank you for coming

And those who are listening via webcast

Thank you and enjoy the rest of your day.