

Queen's conference brings new ideas to help Ontario communities grow

Annual showcase highlights Eastern Ontario's business potential

FOR IMMEDIATE RELEASE

Whether it is wine in Prince Edward County, white-water rafting in Renfrew County, or the history of UNESCO World Heritage Site the Rideau Canal, every community in Eastern Ontario has something unique to attract tourists and business investment. Community leaders, business owners, and policy makers learned how to tap into that potential at the 2010 Knowledge Impact in Society (KIS) Showcase at Queen's University on Friday April 23rd.

Led by The Monieson Centre at Queen's School of Business, the KIS Showcase drew together over 120 researchers, community leaders and business people from across the region. "The Showcase is an opportunity to look at business successes and cutting edge research to enhance Eastern Ontario's competitiveness in the global marketplace," states Dr. Yolande Chan, Director, The Monieson Centre.

A symposium on tourism and community competitiveness presented ideas, strategies and best practices for growing the region's economy. In the symposium, Queen's students Phillip Hutton and Netasha Krishan suggested small businesses like Levac Apiaries in Glengarry can grow their business by tapping into the growing agri-tourism movement.

The key to rural business success is working collaboratively to promote a unified brand to the outside world. "When you promote yourselves to the outside world, you are not just selling one place, you are selling an experience of your community," related keynote speaker Dr. Brent Ritchie, Professor in Tourism Management at the University of Calgary's Haskayne School of Business.

Other speakers, including Dr. David Saunders, Dean, Queen's School of Business, Leeds-Grenville Conservative MP Gord Brown, Stormont-Dundas-South Glengarry Liberal MPP Jim Brownell, and Kingston Mayor Harvey Rosen, stressed that Eastern Ontario has great potential despite the recent economic downturn.

The Showcase is part of a three-year endeavour between The Monieson Centre, the Prince Edward/Lennox & Addington Community Futures Development Corporation (CFDC), the Eastern Ontario CFDC Network, Inc., and over thirty community and government partners to bolster Eastern Ontario's economy with academic knowledge. Importantly, the project's research priorities have been identified through a series of fifteen community workshops.

The full conference program and list of speakers is available at www.easternontarioknowledge.ca. Video footage of the day will soon be available at www.youtube.com/user/QueensKIS.

For further information, please contact:

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A backgrounder and agenda are attached. Photos are available by request.

2010 KIS Showcase:

- Friday April 23, 2010, 9:30am-4:30pm
- Robert Sutherland Hall, Queen's University
- 138 Union Street
- Kingston, ON