



## **[British Columbia Economic Development Association \(BCEDA\)](#) Board Approves New Strategic Framework for 2026–2028**

**Framework will guide the Association through leadership transition while strengthening support for communities across British Columbia**

**PENTICTON, BC — May 13, 2026** — The Board of Directors of the [British Columbia Economic Development Association \(BCEDA\)](#) has officially approved the organization’s new **Strategic Framework 2026–2028**, establishing a focused direction for the Association as it continues to strengthen economic development capacity, resilience, and collaboration throughout British Columbia.

The framework is designed to provide strategic direction while maintaining flexibility for future refinement under BCEDA’s next President & CEO. It focuses on five key strategic priorities:

- Strengthen the Profession
- Economic Resilience and Recovery
- Convene and Connect the System
- Advocacy and Influence
- Sustainable Association

The framework also highlights how BCEDA delivers value through initiatives such as the BC Economic Summit, DisasterSmartBC™, professional development and certification programs, advocacy efforts, partnerships, tools, resources, and member services.

“This Strategic Framework reflects BCEDA’s continued commitment to strengthening the economic development profession across British Columbia,” said **Rocio Zielinski, Board Chair of BCEDA**. “It provides a clear and focused direction for the Association while ensuring flexibility for future growth, innovation, and collaboration. On behalf of the Board of Directors, I want to thank everyone who contributed to the development of this framework and for their ongoing dedication to supporting communities throughout the province.”

The approval of the framework comes during a significant period of transition for the organization as BCEDA prepares for the retirement of President & CEO Dale Wheeldon at the end of 2026 after nearly 20 years in the role.

“As I prepare for my retirement at the end of 2026, I am incredibly proud of the work BCEDA has accomplished over the past two decades and excited about the future of the organization,” said Dale Wheeldon, President & CEO of BCEDA. “This framework is about helping to set the stage for the next President & CEO to succeed by providing a strong foundation, clear priorities, and the flexibility to continue evolving alongside the needs of communities across British Columbia. I truly believe BCEDA is stronger than ever and well-positioned for the future.”

BCEDA has experienced significant growth over the past two decades, expanding from 74 members in 2006 to more than 575 members today, representing local governments, First Nations, economic development organizations, chambers of commerce, consultants, and industry partners from across British Columbia.

The Strategic Framework 2026–2028 will guide BCEDA’s work in areas including professional development, economic resiliency, disaster recovery, advocacy, regional engagement, partnerships, member services, and organizational sustainability.

For more information about BCEDA, visit [www.bceda.ca](http://www.bceda.ca).

### **Media Contact**

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### **About BCEDA**

Established in 1981, the [British Columbia Economic Development Association \(BCEDA\)](http://www.bceda.ca) is the leading organization supporting economic development professionals, local governments, Indigenous communities, and partner organizations across British Columbia. Through leadership, professional development, advocacy, networking, and resource sharing, BCEDA helps communities strengthen local economies, build resilience, and create sustainable opportunities for the future. Today, BCEDA represents more than 575 members throughout the province and continues to play a key role in advancing the economic development profession in British Columbia.