SEDA Nominated for Brenda Barootes Award for Leadership in Public Affairs

Nomination recognizes four decades of community leadership and measurable impact across Saskatchewan

FOR IMMEDIATE RELEASE

Saskatoon, SK October 22, 2026 — The Saskatchewan Economic Development Alliance (SEDA) and Verona Thibault, CEO have been nominated for the Brenda Barootes Award for Leadership in Public Affairs, recognizing the organization's longstanding work connecting communities, strengthening civic engagement and supporting informed economic and social policy across Saskatchewan.

For more than 40 years, SEDA has supported community economic development, particularly in rural, remote, Indigenous and smaller urban communities that often have fewer resources to engage in public policy and government relations.

Since 2022, SEDA's accomplishments include:

- 340 communities and municipalities engaged through investment readiness and regional development initiatives.
- More than 700 businesses supported through digital adoption initiatives.
- Four industry clusters activated to strengthen collaboration and regional growth.
- Eight rural Community Safety and Wellbeing plans implemented.
- 500 community leaders reached through the Community Builders workshop series across 12 rural communities in 2025 and 2026.

Through initiatives such as *Pathways to Prosperity*, SEDA combines research, leadership briefs, podcasts, videos, community consultations and events to connect local experience with decisionmakers and turn ideas into practical action. Bringing content, education, public affairs together at the local level.

"This nomination recognizes the importance of public affairs at the community level," said Verona Thibault, CEO of SEDA. "Strong communities need access to information, meaningful relationships and opportunities to help shape the decisions that affect their futures. We are proud to bring people and perspectives together across Saskatchewan."

"Public affairs happens wherever people are working to shape policy and strengthen their communities," said Lindsay Brumwell, who nominated SEDA. "SEDA builds trust, connects sectors and delivers tangible results, ensuring communities across Saskatchewan have a stronger voice in decisions affecting their futures. That is public affairs in action."

The Brenda Barootes Award for Leadership in Public Affairs recognizes leadership, innovation and meaningful contributions to the profession. SEDA's nomination highlights the importance of community-based engagement in strengthening public dialogue, building partnerships and ensuring local perspectives inform decisions.

About SEDA

The Saskatchewan Economic Development Alliance (SEDA) is a provincial backbone organization for community economic development. Through research, education, capacity-building, collaboration and stakeholder engagement, SEDA helps Saskatchewan communities strengthen their economies and quality of life.

Paths to Prosperity 2026 Provincial Summit, Saskatoon October 26-28, 2026 www.saskleaders.com

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