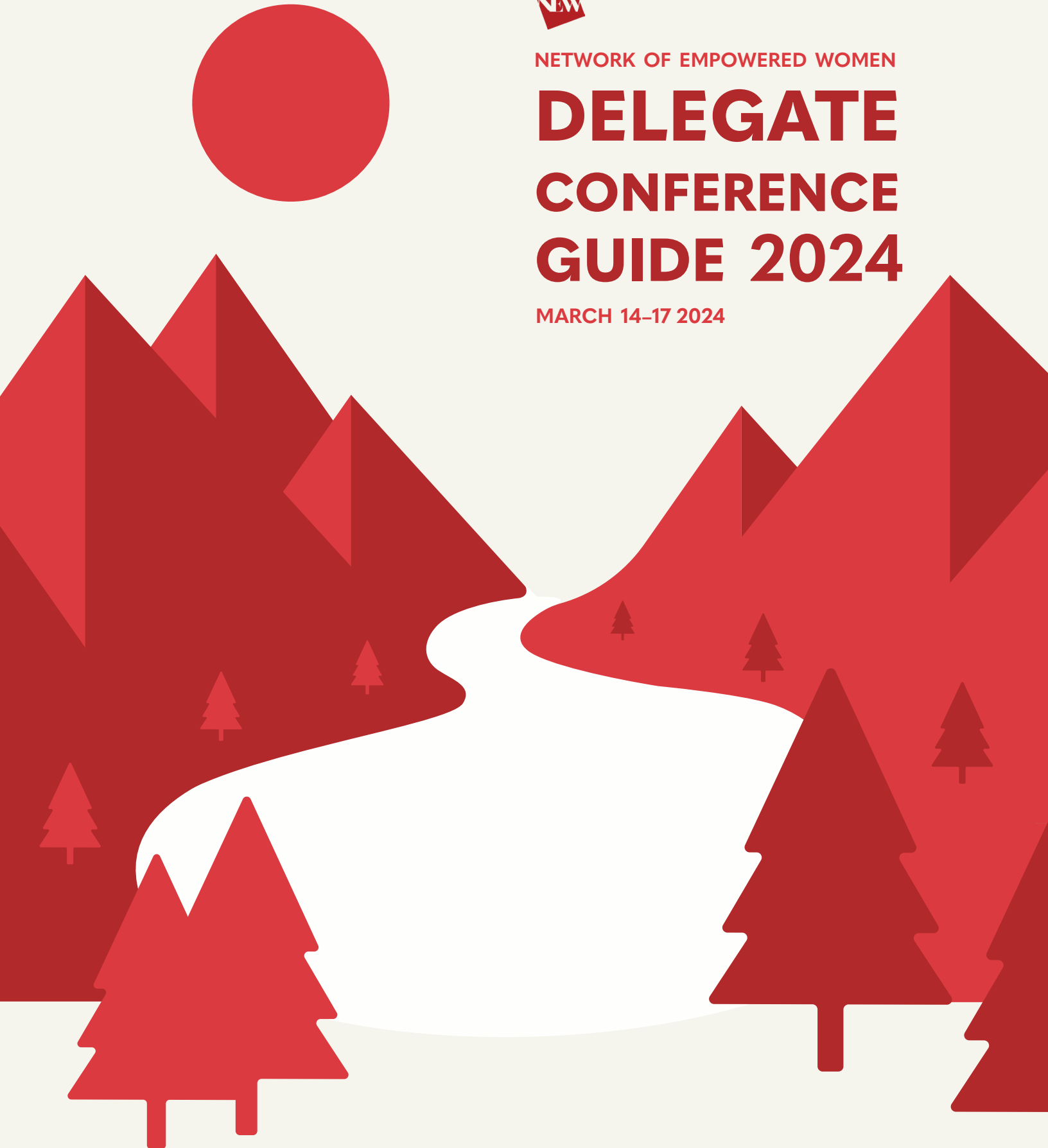




NETWORK OF EMPOWERED WOMEN

DELEGATE CONFERENCE GUIDE 2024

MARCH 14-17 2024





WELCOME.

WE'RE GLAD YOU'RE HERE.

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LETTER FROM THE DEAN



Vikas Mehrotra

DEAN, ALBERTA SCHOOL OF BUSINESS

“

Welcome partners, sponsors and supporters to the 12th Annual Network of Empowered Women (NEW) Conference!

The theme of this year's conference – “Embrace the NEW, Embrace the Change” – celebrates the journey the NEW delegates will embark upon after graduation as they begin their careers. I know that the conference will provide each of them with the courage to inspire others, especially after connecting with successful and influential professionals like yourself.

Not only will you inspire and motivate these exceptional undergraduate students to pursue their dreams, I also encourage you to network with and recruit from this talented group of bright students. I'm confident that the mentorship you provide at the NEW Conference will be mutually impactful for yourself and the delegates. Thank you for inspiring our next generation of leaders and for providing growth and support to our students to help them become empowered leaders. The NEW Conference would not be possible without your sponsorship and support.

On behalf of the University of Alberta School of Business, it is my pleasure to offer you a warm welcome to both the Conference and the Fairmont Château Lake Louise. Enjoy the mentorship and connections you will foster from this experience.

Sincerely,

Vikas Mehrotra
Dean, Alberta School of Business

LETTER FROM CWB



Dear NEW delegates,

Canadian Western Bank is excited to join you for the annual Network of Empowered Women National Conference! CWB is proud to be this year's title sponsor, supporting students and other attendees in their pursuit of inspiration, learning, and mentorship.

First, let us tell you a little bit about us. Canadian Western Bank is the only full-service bank in Canada with a strategic focus to meet the unique financial needs of small- and medium-sized businesses and their owners. We're obsessed with providing the right banking, lending and investment solutions for our clients – by asking the right questions, sharing our industry and financial services expertise, and genuinely believing that great relationships get results. We've also been recognized from Best Workplaces™ in Canada for our people first culture, collaborative spirit and embracing change with CWB's 2000 plus employees across Canada. As a destination for top talent, we're passionate about looking for diverse, creative, and action-orientated people – just like you!

We have been partnering with NEW for several years now because we believe in empowering and investing in all young Canadians. We hope to help drive this year's theme "Embrace the NEW, Embrace the Change" not only through our participation in the conference but in our everyday actions within our organization, with our clients and throughout the community.

As a national financial services organization, headquartered in Edmonton, we're delighted to support NEW and are thrilled to journey to the beautiful Lake Louise. We look forward to connecting with the passionate, diverse group of delegates and corporate attendees over the next few days, and beyond, as you set out to grow your careers. Thank you to the executive team and fellow sponsors for making this conference possible and to the inspiring delegates for their willingness to lead through example, empower others and follow their ambition.

Sincerely,
Canadian Western Bank

LETTER FROM THE COCHAIRS



Dear NEW 2024 Partners,

On behalf of the Network of Empowered Women (NEW) 2024 executive team, we are beyond delighted to welcome you to the twelfth annual Network of Empowered Women Annual Conference.

NEW was founded in 2012 at the University of Alberta School of Business to provide undergraduate students with a unique opportunity to develop both personally and professionally, and has since evolved to create a community of interdisciplinary mentorship, support, and inspiration. This community has engaged successful professionals such as yourselves in hopes that you will encourage our 100 delegates to explore the various opportunities available, while also developing your own networks and experiences. We welcome you to a network of incredibly talented and ambitious individuals. We hope that it will provide support and inspiration to you in the same way you have to so many others.

As a testament to the growth that NEW has faced over the years the conference theme is “Embrace the NEW, Embrace the Change,” and we hope it inspires our delegates to continue to learn and grow towards their own exciting future. We cannot begin to express the gratitude we have for you, our generous sponsors and speakers, for all that you have done to make this conference possible.

We extend our sincerest thank you for believing in our passion and for kindling it into this conference. We would also like to acknowledge and thank our executive team, whose hard work and continued dedication to NEW can be seen in every component of the conference. We look forward to meeting all of you over the next four days and thank you again for helping make NEW a success!

Sincerely,

Tashya Perera & Sofia Jimenez



Kick start your career with a company that puts you first

CWB is committed to building inclusion in Canada. Empowering young Canadians through mentorship, skill development and entrepreneurial thinking is just one way we're making a difference.

We thrive on idea-sharing, collaboration and the ability to create impact. We take pride in being an equitable employer, building a diverse workforce that can unleash new ideas and perspectives. CWB takes a proactive approach in creating exceptional client relationships so we know that building an outstanding team is the first step.

CWB is the place to grow.

Visit cwbcareers.com to learn more about our diverse culture, unique career opportunities and community involvement.



NEW EXECUTIVE TEAM



Tashya Perera
CO-CHAIR



Sofia Jimenez
CO-CHAIR



Gurjot Cheema
VP EXTERNAL



Kaitlyn Benvenuto
EXTERNAL DIRECTOR



Hannah Elding
EXTERNAL DIRECTOR



Ashley Hoover
VP EVENTS



Trish Nguyen
EVENTS DIRECTOR



Raifa Khalid
EVENTS DIRECTOR

NEW EXECUTIVE TEAM



Emma Neilsen

VP LOGISTICS



Morgan Wolansky

LOGISTICS DIRECTOR



Kalley Lynett

VP PUBLIC RELATIONS



Anya Durand

PUBLIC RELATIONS DIRECTOR



Abimbola Agunbiade

VP FINANCE



Eda Ma

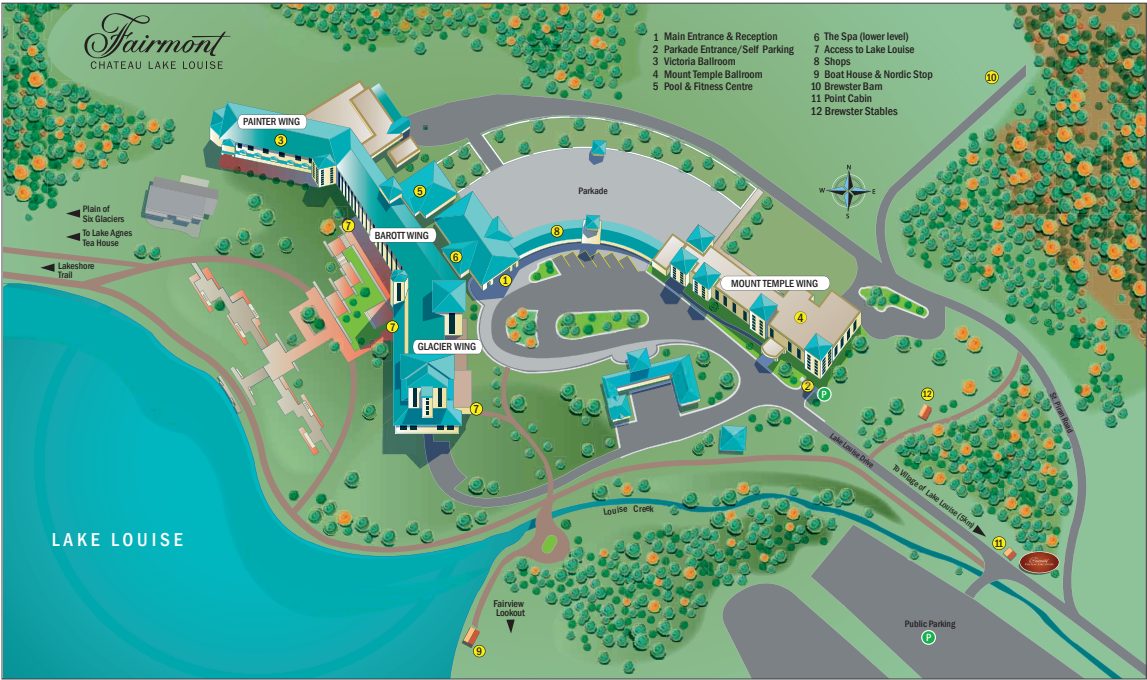
VP ACCOUNTING



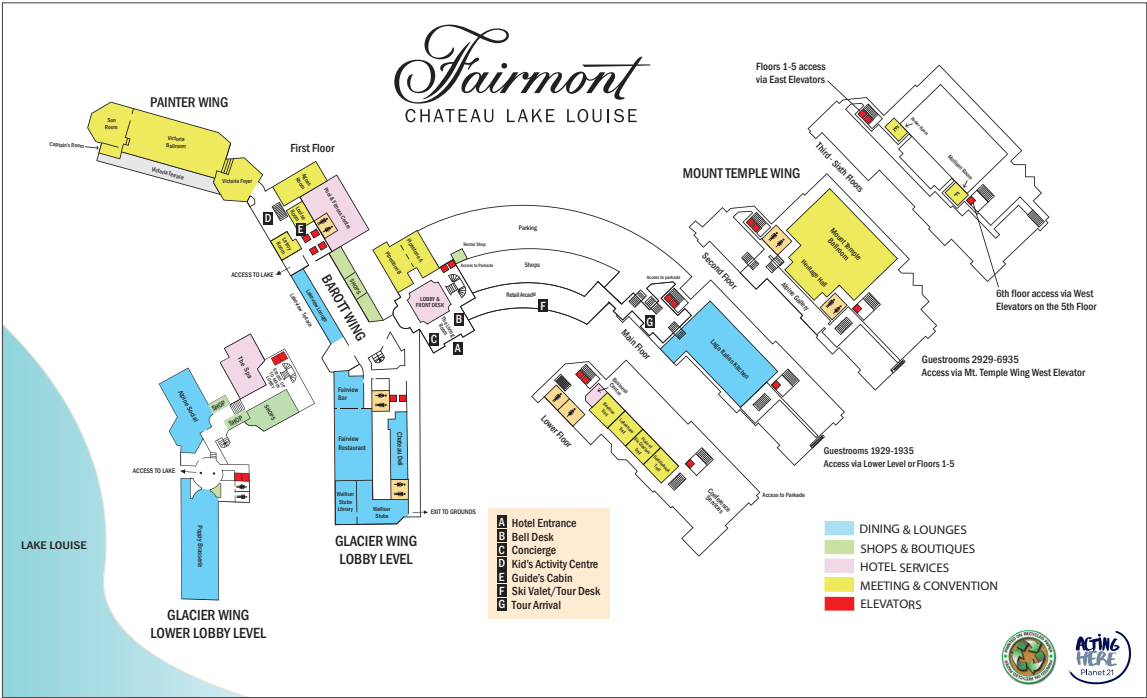
Sneha Pooranalingam

VP DESIGN

MAP OF THE FAIRMONT



OUTDOOR MAP



INDOOR MAP

CONFERENCE SCHEDULE

Thursday, March 14th

8:30 AM - 9:00 AM

SASKATCHEWAN DRIVE, BEHIND
THE BUSINESS BUILDING
Delegates meet at the
University of Alberta

9:00 AM - 3:30 PM

Delegates travel from
Edmonton to Lake Louise

3:30 PM - 6:30 PM

ALPINE GALLERY
Delegate registration and
freshing up

6:30 PM - 7:00 PM

VICTORIA BALLROOM
Welcome Address

7:00 PM - 8:00 PM

VICTORIA BALLROOM
Dinner

8:00 PM - 9:00 PM

VICTORIA BALLROOM
Dinner Keynote

9:00 PM - 9:30 PM

Break

9:30 PM - 1:00 AM

MT. TEMPLE A
NEW Night In Event

Friday, March 15th

8:00 AM - 8:50 AM

VICTORIA BALLROOM
Breakfast

9:00 AM - 9:50 AM

BEEHIVE, LAKESHORE,
PLAIN OF SIX, SADDLEBACK
Breakout Session #1

10:00 AM - 10:50 AM

BEEHIVE, LAKESHORE,
PLAIN OF SIX, SADDLEBACK
Breakout Session #2

11:00 AM - 12:30 PM

Free time

12:30 PM - 1:30 PM

VICTORIA BALLROOM
Lunch

1:30 PM - 2:00 PM

VICTORIA BALLROOM
Lunch Keynote

2:30 PM - 4:30 PM

VICTORIA ROOM + SUNROOM
Career Fair & Roundtables

4:30 PM - 7:00 PM

Free Time

7:00 PM - 8:00 PM

VICTORIA BALLROOM
Dinner

8:00 PM - 9:00 PM

VICTORIA BALLROOM
Dinner Keynote

9:30 PM - 1:00 AM

MT. TEMPLE AB
Hospitality Suite Event

Saturday, March 16th

8:00 AM - 8:50 AM

VICTORIA BALLROOM
Breakfast

9:00 AM - 9:50 AM

BEEHIVE, LAKESHORE,
PLAIN OF SIX, SADDLEBACK
Breakout Session #1

10:00 AM - 10:50 AM

PLAIN OF SIX + BEEHIVE +
SADDLEBACK LAKESHORE
Breakout Panel
Session #2

11:00 AM - 12:30 PM

Free Time

12:30 PM - 1:30 PM

VICTORIA BALLROOM
Lunch

1:30 PM - 2:00 PM

VICTORIA BALLROOM
Lunch Keynote

2:10 PM - 4:30 PM

BEEHIVE, LAKESHORE,
PLAIN OF SIX, SADDLEBACK
InNEWvation

4:30 PM - 5:45 PM

Free Time

5:45 PM - 6:15 PM

MAIN LOBBY STAIRS
Delegate Photo

6:15 PM - 7:00 PM

MT. TEMPLE
Gala Reception

7:00 PM - 8:00 PM

MT. TEMPLE
Gala Dinner

8:00 PM - 9:00 PM

MT. TEMPLE
Gala Dinner Keynote

9:00 PM - 9:30 PM

MT. TEMPLE
Prize Announcement

9:30 PM - 2:00 AM

MT. TEMPLE
Gala Dance Event

Sunday, March 17th

8:00 AM - 8:50 AM

MT. TEMPLE BC
Yoga Wellness Activity

9:00 AM - 10:00 AM

VICTORIA BALLROOM
Brunch

9:45 AM - 10:45 AM

VICTORIA BALLROOM
Brunch Keynote

11:00 AM - 12:00 PM

Bag Pull and Check Out

12:30 PM - 1:00 PM

Loading the Bus

1:00 PM - 8:30 PM

Travel from Lake Louise
to Edmonton

THANK YOU

THANK YOU

THANK YOU

THANK YOU

THANK YOU
TO OUR SPONSORS

THANK YOU TO OUR SPONSORS

To our valued sponsors,

A heartfelt thank you for your unwavering support of the Network of Empowered Women Conference. Your commitment has played a pivotal role in making this event a resounding success. Together, we've empowered, inspired, and connected women from diverse backgrounds. Your generosity has truly made a difference, and we're grateful for the positive impact you've helped create.

With sincere appreciation,
The Network of Empowered Women Executive Team

THANK YOU TO OUR TITLE SPONSOR

We express our heartfelt appreciation to Canadian Western Bank, our esteemed title sponsor. It is an honor to welcome Annie Ishmael and Mary Falconer from CWB to our speaker sessions.



Annie Ishmael, RPR

TALENT ACQUISITION ADVISOR

BREAKOUT SESSION: FRIDAY 9 AM

Meet Annie, Talent Acquisition Advisor who's been contributing to Canadian Western Bank's success in various roles since 2018. With a knack for authentic connections, Annie's known for building strong relationships and fostering positivity through her blend of professionalism, kindness, and assertiveness. Always embracing a learning mindset, she champions intentional professional development. A Quebec native, Annie now lives in St. Albert, AB where she shares joy with her husband and plays the proud role of a devoted pet parent. In her world, humor reigns supreme, and taking oneself too seriously is simply not an option! Outside of the professional realm, Annie is a culinary enthusiast, baker at heart who also loves trying her hand at cooking international dishes. She also finds comfort in nature, often taking long walks with her furry companion, enjoying the small beauties of the outdoors. Whether she's in the office or out and about, Annie's zest for life is contagious, leaving a positive mark wherever she goes.



Mary Falconer

SENIOR VICE PRESIDENT FINANCE
AND CHIEF ACCOUNTANT

KEYNOTE: FRIDAY 12:30 PM

Mary Falconer, CPA, CA, ICD.D is a passionate accountant with over 30 years of international financial services experience in senior executive roles. Mary currently holds the SVP Finance and Chief Accountant role at Canadian Western Bank and is responsible for financial, public and regulatory reporting, procurement, budgeting and forecasting and managing the financial execution of key business and strategic projects. Prior to joining CWB, Mary spent 9 years as the Chief Financial Officer and Corporate Secretary of a BC based credit union and 7 years as the CFO of a Swiss bank. She also spent 13 years in public practice with two of the large global accounting firms and served a three-year term on the Corporate Board of Central 1 Credit Union. Mary obtained a Bachelor of Commerce (with Distinction) from the University of Alberta, and is a member of both the Alberta and BC Certified Public Accountants (CPA) Institutes and holds the Institute of Corporate Directors designation. Mary was also named as BC's CFO of the year in 2018 by Business in Vancouver and CPABC. She is a strong advocate for female advancement in the finance profession and has been heavily involved in female mentor relationships over the course of her career.

SPONSORSHIP BREAKDOWN

TITLE



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GOLD



SILVER



BRONZE



COPPER



SUPPORTING





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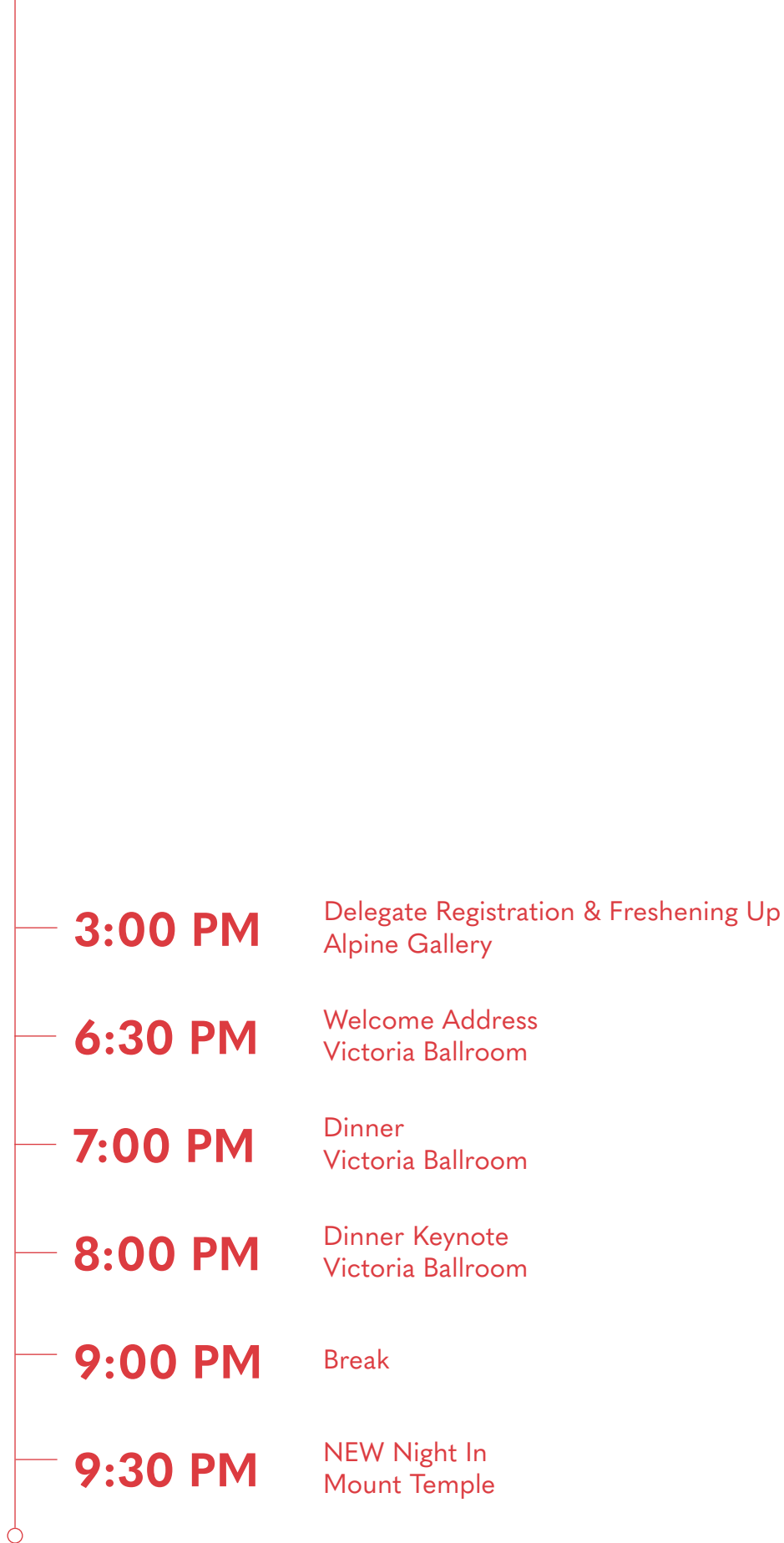
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ford.ca/careers/overview



THURSDAY
THURSDAY
THURSDAY
THURSDAY

DAY 1 MARCH 14

THURSDAY





Caroline Hughes

VICE PRESIDENT, GOVERNMENT
RELATIONS

PRESENTED BY:

Ford: Resilience

Caroline Hughes is the Vice President of Government Relations at Ford Motor Company of Canada, Ltd., where she and her staff conduct strategic analyses and dialogue with all levels of government regarding public policy issues and economic issues of importance to Ford of Canada and the Canadian automotive industry. Caroline's team also works with Ford's Economics Office to develop long-range forecasts of Canadian economic trends and Canadian vehicle industry sales.

In addition to her Government Relations responsibilities, Caroline works with Ford's manufacturing and product teams on strategic issues and investments for Ford's Canadian manufacturing operations. Ms. Hughes is part of the team that developed the current project to transform Ford's Oakville Assembly Plant into a battery electric vehicle plant, and prior projects to secure new manufacturing mandates for Ford's Essex and Windsor Engine Plants.

Ms. Hughes has more than 30 years' experience with Ford of Canada, having worked in several capacities within Ford's Finance and Canadian Vehicle Sales Division. She currently serves as a Member of the Board of Directors for the Canadian Manufacturers and Exporters (CME), is a past Board Member of the Ontario Chamber of Commerce, and a past Chair of the Board of Directors for the Oakville Chamber of Commerce.



EVENT NIGHT #1. 9:30 PM MOUNT TEMPLE

NEW NIGHT IN: BARBIE

Step into a world of comfort and fun with our Pretty in Pink Game Night! Test your knowledge with a dazzling round of Jeopardy, channel your inner performer in a lively game of charades, navigate the intrigue of Mafia, and dance your way to victory in the ultimate showdown of musical chairs. Unwind with the Barbie movie, and cement the bonds of friendship by crafting your own stylish friendship bracelets – it's a night of laughter, competition, and pink-tastic memories!



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We offer a uniquely rewarding work environment and
an extraordinary opportunity to make a difference for Albertans.


Learn more at aimco.ca/careers



FRIDAY
FRIDAY
FRIDAY
FRIDAY

DAY 2 MARCH 15

FRIDAY



8:00 AM	Breakfast Victoria Ballroom
9:00 AM	Breakout Session #1 Saddleback, Lakeshore, Beehive, Plain of Six
10:00 AM	Breakout Session #2 Saddleback, Lakeshore, Beehive, Plain of Six
11:00 AM	Freetime
12:30 PM	Lunch Victoria Ballroom
1:30 PM	Lunch Keynote Victoria Ballroom
2:00 PM	Break
2:30 PM	Career Fair + Roundtables Victoria Ballroom + Sunroom
4:30 PM	Freetime
7:00 PM	Dinner Victoria Ballroom
8:00 PM	Dinner Keynote Victoria Ballroom
9:00 PM	Break
9:30 PM	Hospitality Suite Mount Temple

BREAKOUT SESSIONS

Breakout Sessions are engaging and focused presentations tailored to a group of around 25-30 delegates. These sessions provide an opportunity for speakers to delve into specific topics, fostering a more intimate and interactive setting. With a timeframe of 50 minutes, presenters have the chance to deliver in-depth insights, encourage discussions, and address questions directly. Breakout Sessions aim to create an environment where attendees can explore particular subjects in detail, facilitating a deeper understanding of the content presented. We actively encourage delegates to participate by asking questions, promoting a dynamic and collaborative learning experience.



Brian Porter

VICE PRESIDENT - RETAIL & SMALL
BUSINESS BANKING

PRESENTED BY:

Scotiabank: Setting and Achieving Both Personal and Professional Goals

Brian Porter is the Vice President – Edmonton South, Retail & Small Business Banking Distribution, Canadian Banking.

Brian joined Scotiabank in 1997 and was appointed as a District Vice-President in April 2013.

Brian started his Scotiabank career in Sherwood Park, AB as a part-time Customer Service Representative. Over the past 25+ years he has worked in client facing positions throughout Alberta & Saskatchewan as well as Leadership roles in Scotiabank's Toronto based Executive Office.

Brian's experience includes roles in Financial Planning, Branch Management, Sales Metric Design & Development, Analytics & Reporting, & Revenue & Expense Planning. Brian was proud to serve as a Director on Scotiabank's Acquisition of Tangerine.

Brian is a graduate of the University of Alberta & has been an active volunteer throughout his career serving as Scotiabank's Chairman - Relay for Life Campaign (Calgary, AB), member of the Kinsmen Club of Saskatoon, Vice-Chair for the United Way Campaign (Toronto, ON) in Scotiabank's Executive Office, & spends considerable time sponsoring & championing a vast array of events tied to The Scotiabank Women Initiative.

Brian and his wife, Krista, have two children.



Jennifer Pragnell

VICE PRESIDENT - RETAIL & SMALL
BUSINESS BANKING

PRESENTED BY:

Scotiabank: Setting and Achieving Both Personal and Professional Goals

Jennifer Pragnell is the District Vice President of Edmonton North, Retail & Small Business Banking Distribution of Canadian Banking.

Jennifer joined Scotiabank in 2006 as a Customer Service Representative and subsequently held several progressively senior positions within the branch network including Financial Advisor, Small Business Advisor, Branch Manager and Regional Director, Small Business Development which covered the markets of Alberta, Saskatchewan, and Manitoba.

During her tenure with Scotiabank, Jennifer has taken on many beyond the role initiatives as Chair for Alberta Women Entrepreneurs Strategic Partnerships Project, Volunteer Lead for Glenrose Rehabilitation Hospital's Charity Gala, and sessional presenter for Grant MacEwan University's Intro to Business Course.

Jennifer is passionate about elevating spaces for women in business and women in leadership. She is our Regional Lead for our Scotiabank Women's Initiative which just celebrated their 5-year anniversary.

During her spare time, Jennifer and her husband Aaron love getting their family of 5 outdoors.

BREAKOUT SESSION #1 9:00 AM BEEHIVE



Anuradha Dada

CONSULTANT - GLOBAL TALENT
ACQUISITION

PRESENTED BY:

Scotiabank: Setting and Achieving Both Personal and Professional Goals

Anuradha Dada, BA, BBA, is a Talent Acquisition Consultant at Scotiabank, recruiting for Canadian Retail Branch Banking roles within Calgary and Edmonton markets – she is based in Calgary, AB, and is committed to leading end-to-end recruitment, while playing a critical role in shaping Scotiabank's Winning Team! Anuradha started her journey with Scotiabank in 2018 as a Casual Customer Experience Associate, while she was a full-time student! Upon receiving her BA and BBA Degrees from Mount Royal University, Anuradha explored full-time leadership opportunities within Scotiabank as a Customer Service Supervisor and Customer Experience Lead! Anuradha is passionate about finding the best talent to grow and excel within Scotiabank and is committed to connecting with interested and qualified candidates!

BREAKOUT SESSION #1 9:00 AM BEEHIVE



Dan Xu

DIRECTOR & GROUP LEAD,
COMMERCIAL BANKING

PRESENTED BY:

Scotiabank: Setting and Achieving Both Personal and Professional Goals

Dan is a Director and Group Lead at Scotiabank Canadian Business Banking Commercial Distribution in Edmonton. With over 15 years of experience in the commercial banking industry, she leads a team of Commercial Banking professionals who provide advice and services to mid-sized companies in Edmonton and Northern Alberta.

Dan and her team specialize in delivering exceptional client service and helping clients meet their business goals through creative financing structures, leading treasury and payments solutions.

Dan holds BCom and MBA degrees both from University of Alberta. Dan is currently serving as a Board Director of Tennis Canada. She also holds various board of director roles at local non-for-profit organizations.

BREAKOUT SESSION #1 9:00 AM BEEHIVE

PRESENTED BY:

Scotiabank: Setting and Achieving Both Personal and Professional Goals



Joanne Lopez

CONSULTANT - GLOBAL TALENT
ACQUISITION

As the Senior Talent Acquisition Consultant for Western Canada at Scotiabank, Joanne brings over six years of extensive experience in recruitment. Since joining Scotiabank in 2021, she's been dedicated to sourcing top talent for the Retail Banking division, focusing on advisory and leadership roles. Her role entails supporting recruitment initiatives across Calgary, Northern Alberta, and Central Alberta regions.

BREAKOUT SESSION #1 9:00 AM LAKESHORE

PRESENTED BY:

CWB: Interview and Resume Tips



Annie Ishmael, RPR

TALENT ACQUISITION ADVISOR

Meet Annie, Talent Acquisition Advisor who's been contributing to Canadian Western Bank's success in various roles since 2018. With a knack for authentic connections, Annie's known for building strong relationships and fostering positivity through her blend of professionalism, kindness, and assertiveness. Always embracing a learning mindset, she champions intentional professional development. A Quebec native, Annie now lives in St. Albert, AB where she shares joy with her husband and plays the proud role of a devoted pet parent. In her world, humor reigns supreme, and taking oneself too seriously is simply not an option!

Outside of the professional realm, Annie is a culinary enthusiast, baker at heart who also loves trying her hand at cooking international dishes. She also finds comfort in nature, often taking long walks with her furry companion, enjoying the small beauties of the outdoors. Whether she's in the office or out and about, Annie's zest for life is contagious, leaving a positive mark wherever she goes.

BREAKOUT SESSION #1 9:00 AM PLAIN OF SIX

PRESENTED BY:

PepsiCo: Navigating Difficult Conversations in the Workplace



Emily Lefroy

TALENT ACQUISITION COORDINATOR

Emily Lefroy joined PepsiCo Foods Canada in 2020 as an HR Coop. After a 12-month term, Emily continued to support the team part-time as she completed her Commerce and Kinesiology degrees from the University of Calgary. Emily currently holds the role of Talent Acquisition Coordinator where she leads all frontline, campus and salaried recruitment for Sales in Western Canada. With a strong passion for DE&I she strives to partner with diverse student groups to ensure PepsiCo is always raising the bar on talent and diversity.



Amanda Barnes

ZONE SALES LEADER

Amanda Barnes joined PepsiCo Foods Canada in 2018 as a Summer Student. After graduating from the University of Guelph in 2019, Amanda joined PepsiCo Foods Canada full time as part of the Sales Leadership Program. Throughout her career, Amanda has held various field roles across the country including Customer Development Manager and District Sales Leader in Ontario, and Zone Business Manager in Manitoba. Amanda currently holds the position of Zone Sales Leader based out of Edmonton where she is responsible for leading our field sales team to execute with excellence and to develop and enable processes to drive sales and results.

BREAKOUT SESSION #1 9:00 AM PLAIN OF SIX

PRESENTED BY:

PepsiCo: Navigating Difficult Conversations in the Workplace



Rachel Hirtle

MANUFACTURING DEPARTMENT
MANAGER

Rachel Hirtle joined PepsiCo Foods Canada in 2017 as a Co-op Student. After graduating from Dalhousie University in 2019 with a degree in Chemical Engineering, Rachel joined PepsiCo Foods Canada full time at the Lethbridge Plant. Throughout her career, Rachel has held various supply chain roles in Lethbridge including Maintenance Supervisor and Quality Manager. Rachel currently holds the position of Manufacturing Manager, where she is responsible for leading our manufacturing department in making our products.



Melissa Gavin-Frank

SENIOR MARKET DIRECTOR

Melissa Gavin-Frank has been with PepsiCo for 18 years working in various roles across both our beverages and foods divisions. Melissa has held roles in field sales leadership as well as customer account management all with a focus on talent development through mentorship, coaching and leadership in employee resource groups such as local WIN circles. In her current role as West Field Sales Market Director, Melissa is responsible in leading our field sales team to execute against key initiatives including new product launches, marketing programs and customer plans.

BREAKOUT SESSION #1 9:00 AM PLAIN OF SIX

PRESENTED BY:

PepsiCo: Navigating Difficult Conversations in the Workplace



Valerie Onah

PERFORMANCE MANAGER

Valerie Onah joined PFC as a warehouse tech in October 2014 after completing her Bachelor of Science degree from the University of Alberta. In 2016, Val moved to Lethbridge Manufacturing where she trained as a Relief PMO. Throughout her career Val has held roles in both Lethbridge and Taber plants including Team supervisor, Supply Chain Leader, and Site Manager. Val currently holds the position of West Performance with responsibilities for financial forecasting and performance for both Lethbridge and Taber manufacturing.



Morgan Beitel

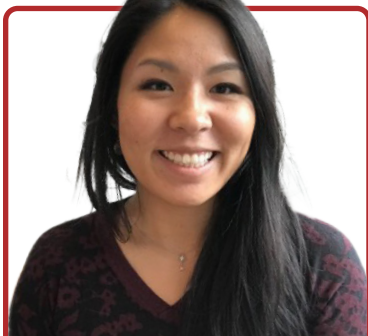
SR. MANAGER OF HUMAN RESOURCES

Morgan Beitel recently rejoined PepsiCo Foods Canada as the Sr. Human Resources Manager for Western Canada Supply Chain. Following graduation from the University of Lethbridge, Morgan transitioned through a number of Human Resources roles with PepsiCo supporting critical performance in Campus Recruitment and Talent Strategies, Employee Relations, and Leadership Development. In her current role, Morgan is responsible for the Human Resources Agenda for the Western Canada Team including Change Management, Talent Development, and Organizational Health.

BREAKOUT SESSION #1 9:00 AM PLAIN OF SIX

PRESENTED BY:

PepsiCo: Navigating Difficult Conversations in the Workplace



Jennifer Cheng

HR MANAGER

Jennifer has been with PepsiCo for 9 years working in Human Resources in both Sales and Supply Chain at PepsiCo Foods Canada. Jennifer graduated from University of Calgary with a degree in Human Resources and Organizational Development. She started her career with PepsiCo as a Human Resource Co-op student and continued on full time through the PepsiCo HR Designate program. In her current role as HR Manager for Western Canada Sales she is the go to HR person for the Alberta, Manitoba and Saskatchewan zones. Jennifer is very passionate about connecting with students and developing future leaders. Outside of PepsiCo, Jennifer enjoys spending time with family & friends, caring for her plants and keeping preoccupied by her puppy Phil!



Jeff Large

SR. HR MANAGER

Jeff Large has recently joined PepsiCo Foods Canada as the Sr. Human Resources Manager, West Region Sales. Jeff has 15 years HR experience in industries spanning from marketing and advertising, to banking and logistics. Previous to PepsiCo, Jeff held a leadership role in an Operations function, running the Western region business for 300 employees across multiple facilities.

Jeff holds a Bachelor of Management, HR and Labour Relations from the University of Lethbridge, and has also furthered his education in Organizational Design and Organizational Change Management at Queens and Mount Royal Universities. Jeff has a passion for DE&I and is a member of the Inclusion Alberta Steering Committee and volunteer for the 2024 Special Olympics.



Lisa Munro

PRESIDENT AND CEO

PRESENTED BY:

Covenant Foundation: Art of Negotiation

Lisa Munro is the President & CEO of Covenant Foundation, a non-profit organization that partners with the community to raise funds in support of specialized care at 21 Covenant Health, Covenant Care and Covenant Living hospitals and continuing care sites across Alberta. Lisa is a strategic business and community leader with a reputation as an exceptional relationship builder and collaborator. A professional who thrives in team environments, Lisa is well known for her strong negotiation skills, ability to translate complex ideas and expertise in facilitating operational alignment with overall organizational vision. Lisa has worked with some of Canada's most influential brands to demonstrate their engagement at a community level. Prior to joining Covenant Foundation, Lisa used her talents to raise record revenues for health transformation at the University Hospital Foundation as their Chief Development Officer. As a Senior Director of Corporate Partnerships with the Oilers Entertainment Group (OEG), Lisa spent 14 years immersed in gaining expertise in using integrated partnerships to accelerate growth and impact communities. Lisa credits her results-driven approach to her 15 years with CIBC where she held several roles, including General Manager of Imperial Service and Small Business banking. During her time with CIBC, Lisa was awarded three National Sales awards for top performance and one Annual Achievers award for Sales Leadership.

Lisa's reputation as a sponsorship and marketing expert has led to invitations to serve as Co-Chair for the Marketing Innovation Awards (MIA) and to judge the Sponsorship Marketing Council of Canada (SMCC) Awards. Lisa also acts as Advisor to the Board for The Network of Empowered Women Annual Business Conference and is Director on the Board of AIESEC Canada, which focuses on developing future leaders through international exchange. A lifelong Albertan, Lisa currently resides in Sherwood Park with her husband of 31 years, Garnet, and is a proud mother of two sons, Tyson (Kaelyn), and Bryce (Nikki). Her greatest joys are her grandchildren and spending time on the golf course with her family.



Find your fit at Covenant Health.

With 15,000 staff, physicians and volunteers in 12 communities across the province, Covenant Health is a valued part of Alberta's integrated health system. Join one of our teams and be part of the Covenant Health mission-driven culture.

Apply today at CovenantHealth.ca/careers.



Energizing the employee experience.

Creating bright moments for Albertans starts from within. Our people are the heart of what we do, and it shows in our wellness, reward and inclusivity programs (just to name a few). Join our team and start powering your possible today.

Learn more at directenergy.ca



BREAKOUT SESSION #2 10:00 AM BEEHIVE

PRESENTED BY:

EY: Implicit Bias in the Workplace



Kiersten Ermelbauer

SENIOR MANAGER, BUSINESS
TRANSFORMATION

Kiersten Ermelbauer, a born and raised Calgarian, is a Senior Manager in EY's Business Transformation practice. With a deep understanding of strategy, she lends her expertise to organizations across Canada in diverse sectors such as oil and gas, power and utilities, mining, financial services, non-profit, telecommunications, and government. Kiersten has a passion for driving impactful change in the energy industry which is evident through her recent contributions to publications on Diversity, Equity, and Inclusion (DEI) in the energy sector, workforce automation, and transformational leadership.



Selina Jiang

CAMPUS TALENT ACQUISITION ADVISOR

PRESENTED BY: CENOVUS ENERGY

It's Giving....Confidence! Nailing Your First Impression and Early Days on the Job

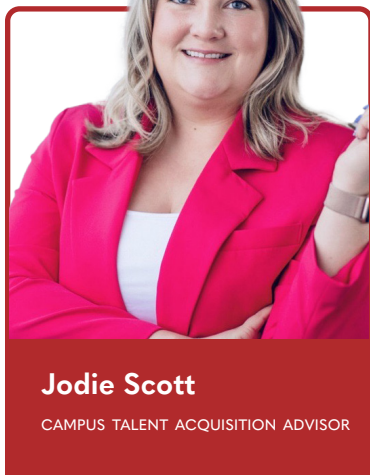
Selina Jiang is a Calgary-based talent acquisition expert renowned for her proficiency in full-cycle recruitment, candidate experience management, and strategic HR leadership. With a keen understanding of current market trends and extensive knowledge of oil sands operations, Selina excels in recruiting technical and operational roles, making her a sought-after specialist in the field.

She holds a degree in communication with a minor in economics from the University of Calgary and has earned a Human Resources Management certificate from Mount Royal University. Additionally, Selina is a registered professional recruiter with IMP, demonstrating her commitment to excellence in recruitment.

Selina's impressive career includes a notable achievement of 52 hires within three months at Cenovus Energy, along with a track record of establishing strategic partnerships and driving innovative programs. Prior to this, she excelled as a Student Recruitment Specialist and Admissions Advisor at Bow Valley College, honing her relationship-building skills and expertise in managing application processes, client services and conflict management. As a certified group fitness instructor and personal trainer, Selina values personal development and community engagement, further enhancing her profile as a valuable asset for HR and talent management roles.

PRESENTED BY: CENOVUS ENERGY

It's Giving....Confidence! Nailing Your First Impression and Early Days on the Job



Jodie Scott

CAMPUS TALENT ACQUISITION ADVISOR

Jodie, a seasoned talent professional, is distinguished by her passionate and human-centric approach to relationship building and full-cycle recruitment. She is a dedicated volunteer, community advocate, and a fervent supporter of the next generation of energy professionals. In her current role as Campus Talent Acquisition Advisor at Cenovus Energy, Jodie adeptly executes high-volume recruitment strategies, ensuring positive candidate experiences while actively working to remove bias and promote diversity in the talent pool. Her diverse career has included working within geoscience offshore Newfoundland, as a talent and career specialist in post-secondary, and in executive-level recruitment at a search firm where she actively headhunted candidates to fill senior level roles.

Her commitment to community engagement is evident in her role as Executive Director of World Petroleum Council Canada Future Leaders. She successfully planned and executed the Young Professionals Program for the 24th World Petroleum Congress, showcasing her leadership and organizational skills. Academically, Jodie holds an MBA from Haskayne School of Business, complementing her bachelor's degree in geoscience from the University of Calgary. This unique combination ensures Jodie is well-equipped to navigate the dynamic landscape of talent acquisition in the energy sector.

BREAKOUT SESSION #2 10:00 AM PLAIN OF SIX

PRESENTED BY:

AIMCo: Graduated, Now What?



Shanelle Garlough & Lynsey Frank

TALENT ACQUISITION SPECIALIST,
MANAGER OF EMERGING TALENT

Meet Lynsey Frank (Manager) and Shanelle Garlough (Specialist) comprising the dynamic Emerging Talent team at AIMCo. As a small but mighty team, their mission is to attract, develop and retain exceptional students & new graduates to build a diverse top talent pipeline for AIMCo. Lynsey, who joined AIMCo in 2022, brings a wealth of expertise in Talent Acquisition, Program Development, and extensive years in the Hospitality industry. Meanwhile, Shanelle embarked on her journey with AIMCo as a student, transitioning to a full-time role in 2020 after earning her Bachelor of Commerce in HR and Marketing. Beyond their professional pursuits, Lynsey and Shanelle share a passion for fashion, Starbucks and spending time with their families and friends.



PRESENTED BY:

Habitat for Humanity: Power of Adaptability

Dr. Ann-Marie Reddy is proud and honoured to be the President and CEO for Habitat for Humanity Edmonton. With 30 plus experience in the financial, entertainment, conference, and marketing sectors, Dr. Reddy is now using her knowledge and expertise to support families in building strength, stability and independence through affordable homeownership. Dr. Reddy and the Habitat Team work with governments, municipalities, various stakeholders, builders and developers to build mixed income housing developments and engaging communities. Dr. Reddy completed her BA from the University of Winnipeg in 2001, MBA in 2009 and in 2014 defended her dissertation graduating with Distinction in Doctorate of Business, specializing in strategy and innovation.

As a community-minded member Dr. Reddy has volunteered with numerous organizations such as Member Critical Incident Stress Team, Board Member Teen Moms and Dads, Volunteer Fire Fighter, Board Member Family Resource Centre, ViCLAS at the RCMP Winnipeg D Division, Board Member Alberta Symphony, Member Greenwood Player Theatre Troup, and also part time reservist in the Canadian Military as a 2nd Lieutenant. Dr. Reddy currently serves on the Shovel Ready Committee for City of Edmonton, Working Advisory Council for Norquest College and member of the Strathcona Social Framework Leadership Table. Dr. Reddy currently resides in Sherwood Park, Alberta with her family.



Mary Falconer

SENIOR VICE PRESIDENT FINANCE
AND CHIEF ACCOUNTANT

PRESENTED BY:

CWB: Embracing and recovering from failure: Setbacks becoming opportunities

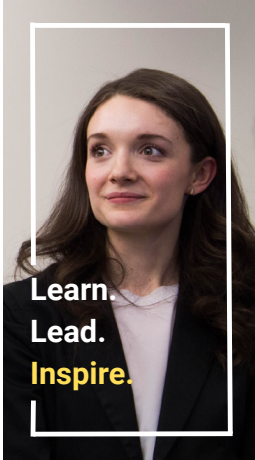
Mary Falconer, CPA, CA, ICD.D is a passionate accountant with over 30 years of international financial services experience in senior executive roles. Mary currently holds the SVP Finance and Chief Accountant role at Canadian Western Bank and is responsible for financial, public and regulatory reporting, procurement, budgeting and forecasting and managing the financial execution of key business and strategic projects. Prior to joining CWB, Mary spent 9 years as the Chief Financial Officer and Corporate Secretary of a BC based credit union and 7 years as the CFO of a Swiss bank. She also spent 13 years in public practice with two of the large global accounting firms and served a three-year term on the Corporate Board of Central 1 Credit Union. Mary obtained a Bachelor of Commerce (with Distinction) from the University of Alberta, and is a member of both the Alberta and BC Certified Public Accountants (CPA) Institutes and holds the Institute of Corporate Directors designation. Mary was also named as BC's CFO of the year in 2018 by Business in Vancouver and CPABC. She is a strong advocate for female advancement in the finance profession and has been heavily involved in female mentor relationships over the course of her career.

Career Fair

A number of sponsoring companies will be setting up booths and are eager to get the chance to speak with you about their organization's opportunities. Many organizations are recruiting for full-time, co-op and internship placements, and even if they aren't recruiting at this time, it's a great way to initiate connections with these organizations for future employment opportunities!

Roundtables

This session is a great way to make connections. In groups of 4-5, delegates will have the chance to sit down with a corporate attendee to talk to them in a more personal setting for ten minutes, after which delegates will rotate to the next table and corporate attendee. Chat with our corporate attendees about their own personal and professional career journeys!



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INT D 307: Inspired to Lead: Your Leadership Canvas

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Amanda
Habitat Homeowner



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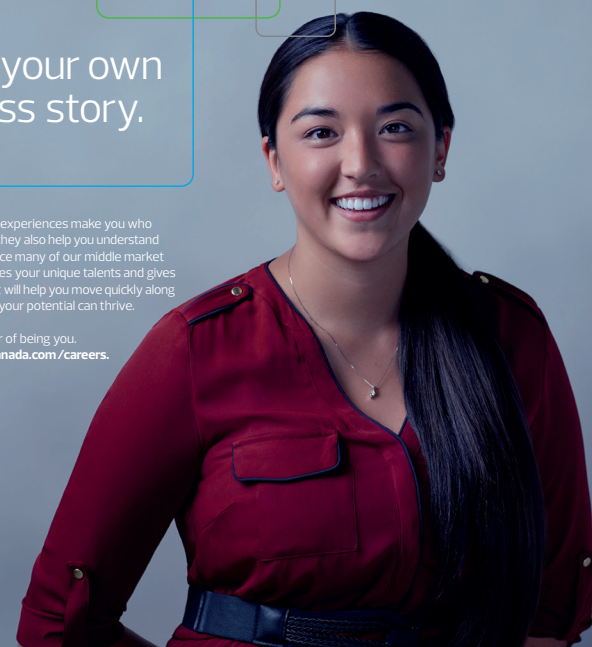
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Candace Newman

VICE-PRESIDENT, HUMAN RESOURCES

PRESENTED BY: CENOVUS ENERGY

Advice to my Younger Self

As Vice-President, Human Resources, Candace is accountable for the HR function at Cenovus. She is responsible for building the appropriate organizational capability and capacity to deliver on Cenovus's business strategy. This includes working with internal stakeholders to create effective organizational design and develop strategic workforce planning, performance management, leadership and technical development, succession planning and the total rewards function to enable a thriving workforce.

Candace has extensive experience working in the oil and gas and financial industries, including in the areas of human resources, corporate strategy, project management, and stakeholder relations. Prior to joining Cenovus in 2023, Candace spent six years at LNG Canada in various senior leadership roles, including Chief Human Resources Officer & Vice-President, HR and Real Estate and HR Director. Before joining LNG Canada, Candace held senior leadership roles with Shell Canada, leading the company's HR strategy in its heavy oil portfolio, and worked at Suncor Energy and its predecessor company in growth operations and talent acquisition. She began her career with CIBC in a variety of finance roles before moving into human resources.

Candace holds a Bachelor of Arts in Law and Society from the University of Calgary and an MBA in Finance from the University of Calgary. She also holds a Certified Human Resources Professional (CHRP) designation.



EVENT NIGHT #2. 9:30 PM MOUNT TEMPLE

HOSPITALITY SUITE: QUEEN OF THE NIGHT

Get ready for an unforgettable evening at Hospitality Night, where the 'Queen of the Night' theme calls for chic black ensembles paired with a pop of vibrant red. Join the excitement with a chance to win fantastic prizes during our lively game, then showcase your vocal prowess in a spirited karaoke session, and let loose on the dance floor. It's a night of glamor, games, and groovy moves!

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SATURDAY
SATURDAY
SATURDAY
SATURDAY

DAY 3 MARCH 16

SATURDAY



8:00 AM	Breakfast Victoria Ballroom
9:00 AM	Breakout Session #1 Saddleback, Lakeshore, Beehive, Plain of Six
10:00 AM	Breakout Session #2 and Panel Saddleback, Lakeshore, Beehive, Plain of Six
11:00 AM	Freetime
12:30 PM	Lunch Victoria Ballroom
1:30 PM	Lunch Keynote Victoria Ballroom
2:10 PM	InNEWvation Saddleback, Lakeshore, Beehive, Plain of Six
4:30 PM	Freetime
5:45 PM	Delegate Photo Main Lobby Stairs
6:15 PM	Gala Reception Mount Temple
7:00 PM	Gala Dinner Mount Temple
8:00 PM	Dinner Keynote Mount Temple
9:00 PM	Prize Announcement Mount Temple
9:30 PM	Gala Dance Mount Temple



Andria Adams

SENIOR BRAND & MARKETING ADVISOR

PRESENTED BY:

Direct Energy: Embracing Change, Habits for Success and Personal Growth/Development

Meet Andria, a dynamic force in the world of marketing communications and brand management. Formally accredited by the Canadian Public Relations Society/Public Relations Society of America, she's an award-winning professional with a decade-long track record of success.

A true creative at heart, Andria is renowned for helping businesses forge meaningful connections with their customers through innovative thinking and grounded business acumen. From launching luxury vehicles to crafting high-end brand commercials, Andria's career has been as multifaceted and exciting. She's never been afraid to roll up her sleeves, whether it's mitigating crisis situations or helping brands to champion community initiatives.

At the end of the day, Andria is passionate about bridging the gap between consumer perception and industry truths. Her work has earned her multiple accolades for initiatives aimed at fostering understanding and trust through education, transparency, and values alignment.

Outside of the office, Andria can usually be found horseback attempting to count cows or scouring the countryside for deer antlers, with her loyal mutt not far behind her.



Lauren Potts

MANAGER, CUSTOMER EXPERIENCE

PRESENTED BY:

Direct Energy: Embracing Change, Habits for Success and Personal Growth/Development

Lauren Potts isn't your typical accountant. After receiving her Chartered Accountant designation in 2016, Lauren had an "aha moment" and realized finance wasn't her passion or purpose. Lauren quickly pivoted her career and is now a go-to source for community outreach, customer experience, and brand marketing.

Having worked in audit, aviation, and the energy sector, Lauren brings a wealth of experience and is keen to teach and mentor new graduates that your career does not have to follow a straight line.

Lauren's achievements include being recognized as the Customer Experience Impact of the Year award winner, recipient of the Canadian Federation of University Women Community Service Award, and is the Co-Chair of the Women in Energy board of NRG.

Outside of work, Lauren can be found in the Okanogan on her weekends and when home, bribing her bratty bulldog with treats.



Sarah Cameron
CHIEF HUMAN RESOURCES OFFICER

PRESENTED BY:

Covenant Health: Transformation

Sarah Cameron joined Covenant Health as chief human resources officer in October 2022. As a member of Covenant’s executive team, she leads several areas, including strategic human resources planning; workforce analytics; organizational effectiveness; talent management; learning and development; human resources business services; human resources client partnerships; talent acquisition; total compensation; labour relations; and occupational health, safety and wellness.

Over the past 18 years, Sarah has held positions leading organizations in corporate strategy, organizational performance and effectiveness, talent management, leadership development and transformational change management. Most recently, she served as chief human resources officer for the City of Saskatoon.

With a belief in the power of relationships and collaboration to approach complex problems and influence real change, Sarah is passionate about creating a healthy and inclusive environment for teams to do their best work for those we serve.



Klarissa Paradis

OWNER

PRESENTED BY:

Klarissa Paradis Consulting: Personal ReInvention: When, Why and How to Change You

Klarissa has a diverse professional background including strategy, leadership, marketing, real-estate, youth and child resiliency, community engagement, program management, the arts, and the service industry.

She is passionate about people getting to have lives that they love -- from the work that they do, to their relationships, to knowing their purpose and seeing it come to life. She has clients around the world and has witnessed what is possible when people step into alignment with their purpose, have strategies for overcoming adversity, and a vision for what they want to create. She knows that great leaders have purpose, handle adversity, and have undeniable clarity with their vision.

Her formal education includes an undergraduate degree in psychology and Spanish, a master's degree in leadership, and over 1000 hours of additional training.

She aspires to grow her impact to serve one million people around the world and to create space for them to live into their purpose and lead meaningfully.

BREAKOUT SESSION #3 9:00 AM SADDLEBACK



PRESENTED BY:

City of Edmonton: Resilience

Kylie Dwyer is a Talent Diversity Consultant at the City of Edmonton. She has over nine years of talent acquisition experience in the public sector, and has specialized in inclusive hiring, talent diversification strategy, education and program management. She holds a bachelor of arts degree in sociology, a CPHR designation, and is currently working on her master's degree in equity studies.

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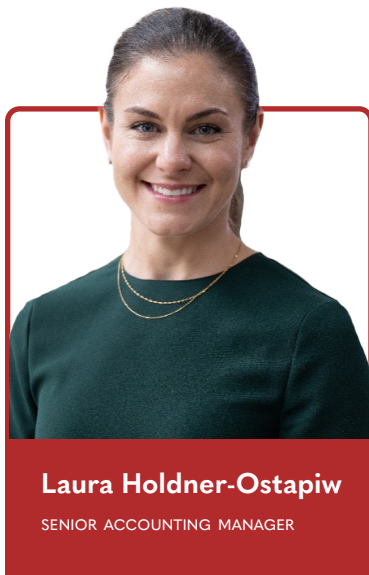
PCL: Inclusive Communication

Mike has been working in Human Resources since 2005 and has been with PCL since 2007, starting as a Human Resources Coordinator before transferring to Finance in 2010. He returned to the world of Human Resources in 2012 and in 2015 transferred to Houston as the district HRPD Manager, then came back to Edmonton in 2021 to work as the District Human Resources & Professional Development Manager for the Canadian Industrial group. Mike has his Bachelor of Management degree from Concordia University.

While working with PCL, Mike has contributed to a variety of initiatives including chairing district DE&I committees, social committees, United Way Campaigns in Houston, and Bust a Move in Edmonton. He has also been deeply involved in his communities, serving as vice president for the board of directors of Houston Habitat for Humanity, working with Junior Achievement, NAIT Advisory Committees, and becoming a foster parent.

Mike enjoys spending time with his family, camping, dirt biking, snowboarding, and playing hockey.

BREAKOUT SESSION #4 10:00 AM PLAIN OF SIX



PRESENTED BY:

PCL: Inclusive Communication

Laura has been with the PCL family of companies since 2007. During her career with PCL, Laura has had progressive growth with many finance positions starting as Project Accountant, moving to a Lead Accountant on one of the largest Industrial projects PCL Industrial had done to date, then moving to Accounting Manager, before being promoted to Senior Accounting Manager in 2019. Laura has her Bachelor of Commerce degree from the University of Alberta and obtained her CPA, CMA designation in 2012.

Laura enjoys spending time with her family, travelling, and skiing, and volunteers within the greater Edmonton community.

BREAKOUT SESSION #4 10:00 AM SADDLEBACK



Erika Barlow

CAMPUS SENIOR RECRUITER - AB/BC

PRESENTED BY:

RSM: Diversity and Inclusion

Originally from Manchester, England, Erika has had the opportunity to experience many different cultures and to travel the world by joining the Walt Disney Company at the start of her career. Having lived in three different countries and spent a lot of time on open waters, Erika has a passion for people and finds great satisfaction in her role as a recruiter. Her focus has been on campus recruiting for 6+ years, coming up on 2 years with RSM Canada. Working at RSM Canada, Erika loves the caring and collaborative nature of the firm as well as the implemented practice of their “be you at RSM” tagline. Erika thoroughly enjoys connecting with students and guiding them at the start of their career. In her spare time, Erika can be found travelling, having fun with the dog or completing home renovations.

Sponsored by the Evelyn J. Miller Foundation
Empowered Leadership: Overcoming Challenges

Evelyn Miller was born and raised near the small East Alberta town of Alliance. She went into the Canadian army after high school, serving in both Washington DC and London England. She returned to Edmonton and her first real world job as a book keeper in the business of a family friend. She was not satisfied with the job's long term prospects and decided to attend the University of Alberta, where she was one of six students to graduate from her Commerce Class (1950).

With the limited opportunities for professional women in the Alberta work force in those days, Evelyn's father encouraged her to seek greener pastures in Los Angeles, where there was family. She thrived in Tinsel Town, where being unique meant you fit right in. She quickly found work in the accounting department for a major department store chain and eventually set up her own practice as an independent CPA.

Some of the qualities that many of you at this conference have, and will develop, were exemplified by Evelyn. She was unique, stubborn, and an independent free spirit. She was devoted to family and friends and had a passion for fashion.

Evelyn passed away in Vancouver, where she had retired, in November 2011 at the age of 91. She was a tremendous influence in the lives of many. The Evelyn J. Miller Legacy Fund was created by her family to help continue to influence lives, especially those of women striving for success and recognition in business and life.



Kayla Barker

CORPORATE SERVICES MANAGER

PRESENTED BY:

Gallo: Empowered Leadership: Overcoming Challenges

Kayla Barker is a Manager at Gallo LLP Professional Accounting Services. She has a Bachelor of Arts from Capilano University in North Vancouver, BC, as well as a Masters Degree in Fine and Decorative Art and Design from Sotheby's Institute of Art in London, UK.

While her education in the Fine Arts would seem at odds to the accounting world, the challenges that face women in the workplace remain strikingly similar. Through leading a team of all women who perform what would classically be described as "women's work", her problem-solving skills have been honed, as well as the interpersonal skills needed for conflict mediation and fostering trust. In encouraging young professionals, hurdles such as societal pressures and the fight to gain the respect of co-workers are constantly at play and addressed daily. This has provided real world experience of what it takes to adapt to the struggles women still face in the workplace.



PRESENTED BY:

Elev Homes: Empowered Leadership: Overcoming Challenges

Jean Bruce Koua, originally from Côte d'Ivoire, turned his initial struggle to find housing in Canada into a drive for change. As a co-founder of Elev and a University of Alberta graduate, he's now leading efforts to simplify off-campus housing for students, showcasing empowered leadership by tackling student living challenges head-on.



PRESENTED BY:

**Business Alumni Association: Empowered Leadership:
Overcoming Challenges**

Kristel Owens' business career began in sales and entrepreneurship; over seven years, a small sales team transitioned to an independent company, and a single rental property became a diverse real estate portfolio. Seeking purpose through corporate giving, Kristel's interest in corporate citizenship led to her pursuit of a UAlberta BCom ('15) and MBA ('16). During her four years of studies, she focused on corporate social responsibility and sustainability, achieving certificates in Global Citizenship and Community Engagement & Service-Learning.

Post-graduation, she worked with the Alberta School of Business' Masters Programs Office for three years, first in Employer Relations and then as Director of Recruitment, Admissions, and Marketing. Passionate about the UAlberta community, Kristel has volunteered with the BAA since 2016. Formerly Co-Chair of Mentorship and Student Engagement committees, she now serves as Past President and has connected with alumni globally, including New York and Hong Kong.

Kristel continues to prioritize her passion and relocated to Calgary just months before the pandemic for a contract with RBC as the Regional Manager of Citizenship and Social Impact. Kristel embraced uncertainty and remained in Calgary through the end of her contract and secured a dream job in the tech sector at Benevity. Today she works with some of the world's most iconic brands and is thrilled to be their consulting partner in growing their corporate purpose programs and global impact.

When Kristel isn't working or volunteering, she is likely cross-country skiing or hiking with friends. She is always happy to connect with students and alumni, and welcomes you to reach out via LinkedIn.



**Robbie Yamada &
Kate Indzeoski**

OWNER, MARKETING DIRECTOR

PRESENTED BY:

NEWLIFE Clothing: Empowered Leadership: Overcoming Challenges

Robbie Yamada is the founder of NEWLIFE Clothing, a vintage & up-cycled clothing company, dedicated to merge fashion with sustainability. With a unique blend of entrepreneurial expertise and social consciousness, he implements creative strategies to minimize waste, including sourcing damaged and discarded pieces which are used in their cut and sew rework projects. Since starting the company back in 2019 during his undergraduate degree at the University of Alberta, Robbie has grown NEWLIFE from a spare bedroom, to their own studio space, selling their products worldwide.

Kate Indzeoski is the director of Marketing at NEWLIFE Clothing. Kate brings a background in marketing and passion for sustainability to her role. With prior experience in digital marketing and brand management for small businesses, Kate has honed her skills in driving an online presence and crafting brand identities. Kate holds a Bachelor's degree in Marketing from the University of Regina. At NEWLIFE Clothing, she has led the brand's growth and engagement efforts, successfully navigating the intersection of fashion and sustainability to reach new audiences.



PRESENTED BY:

City of Edmonton: Navigating uncertainty: innovation and progress

As Chief of Staff and Corporate Lead for Anti-Racism and Reconciliation, Salima is a member of the Executive Leadership Team with responsibility for several discrete areas of enterprise-wide strategy and operations, including intergovernmental relations, executive communication, system alignment including building and enhancing corporate governance structures that are strategically aligned to drive the corporate mandate, and senior level relationship management. She also leads and contributes to shaping and executing strategic projects. As the corporate lead for anti racism and reconciliation Salima leads the high level office for anti racism which is tasked with creating an equitable organization and working towards a City that is inclusive and welcoming for staff and Edmontonians from all communities; and developing and implementing our first ever municipal response to the Truth and Reconciliation Commission 94 calls to action and being an executive sponsor of our Indigenous Framework.

Prior to Chief of Staff Salima led intergovernmental and external relations for the City of Edmonton, which she came to after leading the Banff Forum one of Canada's preeminent public policy forums. There she led the strategic planning/ implementation, donor relations, budget development and operations of the organization as Executive Director. This built upon a successful career at Deloitte where she was a leader in the Strategy & Operations group, overseeing teams and multi-million-dollar budgets, with responsibility for delivering key strategic and operational projects for public sector clients in Ontario and the United Arab Emirates.

Previously, Salima also worked for the City of Calgary and the Government of Canada in a variety of roles, in addition to being a fellow with the Office of the United Nations High Commissioner for Human Rights. She has her BA from the University of Alberta and her MSc from the London School of Economics.

An active member of the community, she currently sits on the boards of CARE Canada where she also chairs the Governance, Nominating and HR Committee, and the board of Pier 21, Canada's Immigration Museum.

Ready to InNEWvate a solution? You will be teamed up with groups of 5-6 to come up with a thoughtful and innovative solution to a unique problem. This is a very beginner case competition, and absolutely no experience is required.

The case is generously provided by NEWLIFE Clothing, a unique E-commerce with a mission to breathe “NEWLIFE” into vintage garments at an affordable price point. Collaborate, innovate, and showcase your strategic prowess as you devise solutions that could shape the future of this dynamic industry.

You will have approximately one hour to work together and come up with a solution to the NEWLIFE Clothing problem put in front of you before presenting it in front of our panel of judges. The delegates will be broken up into four rooms, and each room will have a winner. The winner from each room will then be brought into one room with all judges from the panel to present their idea to pick an overall winner.

DINNER KEYNOTE 8:00 PM VICTORIA BALLROOM

PRESENTED BY:

AIMCo: Embracing Change: Transforming Challenges into Opportunities



Jill Urbanoski

CHIEF OF STAFF & MANAGING
DIRECTOR, LEADERSHIP, TALENT &
ORGANIZATIONAL DEVELOPMENT

Jill Urbanoski has been Managing Director and Chief of Staff at AIMCo since March 2022 and recently added the portfolio of Leadership, Talent and Organizational Development to her portfolio. Prior to this role, she spent four years in communications and HR where she focused on AIMCo's culture and leadership development and, in 2018, founded The AIMCo Foundation for Financial Education. Ms. Urbanoski holds degrees in Philosophy and Journalism and spent her early career in the not-for-profit sector. Driven by purpose, serving Albertans by being part of protecting their financial futures is what motivates Ms. Urbanoski's work at AIMCo.

A group of women in formal attire are gathered at a gala event. The image is partially obscured by a large red overlay on the right side, which contains text. The women are smiling and holding glasses, suggesting a social gathering. The background is slightly blurred, focusing attention on the women in the foreground.

EVENT NIGHT #3. 9:30 PM MOUNT TEMPLE

GALA: ENCHANTED WONDERLAND

Embark on an enchanting evening at our Gala with the theme “Enchanted Wonderland,” where elegance meets wonder in a formal affair. Indulge in a gourmet dinner surrounded by magical decor, be inspired by a captivating keynote speaker, and anticipate the allure of prize draws that will add an extra touch of glamor to this sophisticated soirée.

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At Cenovus, we are committed to making social investments – financial and beyond – to help young people prepare for their futures.

Find out more at
[CENOVUS.COM/SOCIALINVESTMENT](https://cenovus.com/socialinvestment)

cenovus
ENERGY

SUNDAY
SUNDAY
SUNDAY
SUNDAY

DAY 4 MARCH 17

SUNDAY



8:00 AM	Yoga Wellness Activity Mount Temple
9:00 AM	Brunch Victoria Ballroom
9:45 AM	Brunch Keynote Victoria Ballroom
11:00 AM	Bag Pull and Check Out
12:30 PM	Loading the bus
1:00 PM	Travel from Lake Louise to Edmonton

WELLNESS ACTIVITY 8:00 AM MOUNT TEMPLE

What does wellness look like for you? What enables you to be your best self and live your best life? In this one hour session, we will explore this topic and enjoy a magical yoga session led by an instructor. Don't miss out on the perfect ending to a truly inspirational weekend.



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BRUNCH KEYNOTE 9:45 AM VICTORIA BALLROOM



April Hicke

CO-FOUNDER & CHIEF GROWTH
OFFICER

PRESENTED BY:

Toast: Adversity, Upbringing, and Tips for Success

Throughout her career, April has been a fierce advocate for women in her workplace, community, and social circles. With over 15 years of experience in leadership, mentoring, and strategic team development with career experience from PwC to Westjet to ATB, she is now the co-founder and Chief Growth Officer at Toast, a talent partner that increases gender diversity within the tech industry. As a Certified Change Practitioner and social innovation enthusiast, she brings a wealth of expertise in business process improvement, digital transformation, and change management to Toast and its community of diverse and passionate women.

OTHER ACTIVITIES

Sleigh Rides

The rate for a sleigh ride is \$45/person (adult). To book a sleigh ride during free time, visit the Concierge or contact them via email (cll. concierge@fairmont.com) or phone (+1 403 522 1601). 24 hour cancellation policy applies.

Skating on Lake Louise

Skates are available for rent at Chateau Mountain Sports rental shop (to the right of the front desk), or alternatively, you may bring your own skates. The rental shop is open from 7:30AM-8PM daily. Rates for skate rentals and other winter activity equipment are below (please note these rates are subject to change).

	2 hours	Full Day
Skates	\$23	\$33
Snowshoes	\$23	\$40
Toboggan	\$12	\$23
Helmets	\$11	

WiFi

Wifi Access: by joining Fairmont's ALL rewards program
<https://all.accor.com/loyalty-program/reasonstojoin/index.en.shtml>

SOCIAL MEDIA CONTEST

Rules

Take a photo of yourself enjoying the conference!
Upload your post on instagram or facebook.
Each photo counts as one entry.

Here are some suggestions to get you started:

- Your beautiful view
- A group photo with some new friends
- Engaging in your breakout sessions
- Listening to our wonderful keynote speakers

To be eligible

You must have your profile set to public so we can see your posts. If your account is private, please DM us a screenshot as proof to the NEW instagram. Tag our instagram account, @networkofempoweredwomen, and use our hashtag #EmbracetheNEW2024. The winner of the social media contest will be announced during the prize announcement and will be awarded a prize.

ETIQUETTE

As a NEW delegate, you are expected to act in a professional, responsible, and respectful manner that positively reflects on the NEW Conference as well as your school. As a guest of the Fairmont Château Lake Louise, you are subject to their rules and regulations. It is important to remember that there are other guests staying at the Château and you are expected to give them respect and privacy. Quiet hours begin in your rooms and common areas at 11:00PM until breakfast the next day. However, we would love to see you come out and enjoy the Hospitality Suite, NEW Night In, and other evening events hosted in designated hotel areas to socialize and unwind after the day's activities.

Out of respect for our corporate sponsors and the privilege of receiving subsidized delegate fees, we require full attendance at all conference sessions. Additionally, we expect you to arrive on time for each session in order to keep the schedule running smoothly. NEW Executive members will be keeping track of attendance at each breakout session. If you miss a session due to illness or any other extenuating circumstances, please inform the NEW team by contacting our VP Logistics, Emma Neilsen, at eneilsen@ualberta.ca, please direct all issues to her.

EXECUTIVE CONTACTS

For any issues, please contact our VP Logistics, Emma Neilsen, as your first point of contact.

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**TOGETHER WE
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Women.

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heard, every idea is valued, and every woman
is empowered to reach their full potential!

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