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**Thursday, May 28, 2015**  
**St. John's**

**2015 Conference Series**



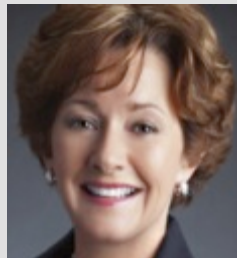
**Bonnie S. Cochrane**  
Director,  
Partner Development  
and Leadership Coach  
Studer Group Canada



**Heather Conway**  
VP Human Resources  
Crosbie Group of Cos.



**Dawn S. Dalley**  
VP Corp. Relations & CS  
Nalcor Energy



**Maria French**  
President/CEO  
Terra Nova Transcript

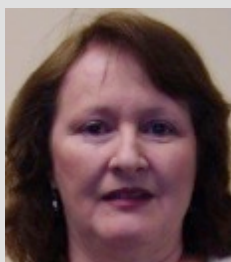


**Sharon Lehr**  
Chief Performance Officer  
Eastern Health

8th edition

# Women in Leadership

Succeeding in a fast changing world



**Rita Malone**  
Assistant Deputy Minister  
Government of NL



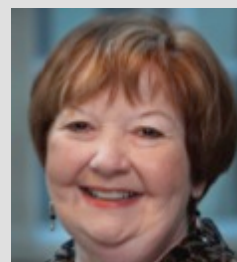
**Terri Mann**  
VP Consulting BD  
BDC



**Dallas Mercer**  
President and CEO  
DMC



**Jocelyn Perry**  
VP Finance and CFO  
Newfoundland Power Inc.



**Dr. Cecilia Reynolds**  
Deputy Provost/Assoc. VP  
Memorial University

*"I learned a lot. I was inspired. I expanded my network."*

– Ann Marie Vaughan, President & CEO, College of the North Atlantic

## WHO SHOULD ATTEND

Executives, department heads, directors, senior managers, lawyers, accountants, and other professionals who are looking for strategies to become more effective leaders.

## JUST SOME OF THE REASONS WHY YOU SHOULD ATTEND

- Learn the strategies to develop psychological health and wellness in organizations
- Identify the opportunities for career advancement
- Find out how Newfoundland Power is creating awareness of the importance of diversity in the workplace
- Learn the leadership tactics during times of changes and in difficult times
- Explore how to lead a team using emotional intelligence
- Hear why we continue to need “Gender Studies” programs and research

## TESTIMONIALS FROM ATTENDEES OF PAST CONFERENCES

*“The calibre of the speakers was very impressive.”*

– ANN BROWNE, Associate Vice President Facilities, Memorial University

*“Broadened my perspective and understanding of important leadership opportunities and challenges.”*

– DORIANN COOMBS, Director of Innovation, Government of Newfoundland and Labrador

*“Inspirational women, empowering topics. I am a young woman who, after attending this conference, feel inspired to keep following my passions and reaching for my goals.”*

– GIOIA MONTEVECCHI, formerly with Aboriginal Affairs, Government of Newfoundland and Labrador

*“The topics certainly make you think about your own experiences and how you conduct yourself in the workplace.”*

– JOCELYN PERRY, CFO, Newfoundland Power Inc.

*“I found great value in the exposure to women leaders of diverse backgrounds.”*

– REBECCA PHILLIPPS, Legal Counsel, Workplace Health, Safety and Compensation Commission

*“I enjoyed all topics. Was introduced to strong women from my community.”*

– GLORIA YOUNG, CFO, Cox & Palmer

## PARTIAL LIST OF ATTENDEES FROM PAST CONFERENCES

Air Canada • Allstream • Astra Zeneca • BC Housing • BCLC • BDC • BHP Billiton • BMO • Bank of America • Bell • Bombardier • CATSA • CGI • CIBC • CMHC • *Cirque du Soleil* • City of Victoria • Cogeco • Concentra Financial • Conexus Credit Union • Dalhousie University • Davies • Deloitte • EDC • eHealth SK • Enbridge • Ericsson • Ernst & Young • Farm Credit Canada • Fraser River Port Authority • Government of NL • Greater Victoria Public Library • ICAA • Iron Ore • KPMG • Laurentian Bank • MNP • MPI • McMillan • Medisys • Memorial University • Molson • NSLC • National Bank of Canada • Ontario Power Generation • *Ordre des ingénieurs du Québec* • Osler, Hoskin & Harcourt • Pfizer • Port of Halifax • Pratt & Whitney • PwC • RBC • Radio Canada • Red River College • Royal BC Museum • SaskEnergy • Scotiabank • Shell • Sobey School of Business • Standard Life • Sun Life • TD • Ted Rogers School of Management • TELUS

## FEMMES DE CARRIÈRE EN INTERACTION - CAREER WOMEN INTERACTION (FCI-CWI)

FCI-CWI is a leading provider of leadership conferences for women executives and professionals across Canada. With high calibre speakers from a cross-section of industries, the conferences provide attendees with strategies to become more effective leaders.

## **8:30 Registration and networking breakfast**

### **SESSION 1**

**Chair: BONNIE S. COCHRANE, Studer Group Canada**

## **8:55 Opening remarks of Chair**

### **9:00 – 9:40 Creating a mentally healthy place**

**HEATHER CONWAY, Vice-President Human Resources, Crosbie Group of Companies**

*“Our main focus is Canada’s competitiveness... However, when we talk about skills and human resources we don’t often talk about the importance of a psychologically healthy workplace. We take it for granted. This is a mistake. A mistake that too many businesses tend to make.”* – The Honourable Perrin Beatty, President and CEO of the Canadian Chamber of Commerce (Media Release, January 16, 2013). Given the criticality of people to the success of all organizations – for-profit, not-for-profit, private, public – creating mentally healthy workplaces in which people can flourish is a strategy business leaders cannot afford to neglect. This session will focus on:

- The impact of mental illness on organizations
- Strategies to develop psychological health and wellness in organizations

### **9:40 – 10:20 Confidence in achieving results**

**SHARON LEHR, Chief Performance Officer, Eastern Health**

Eastern Health has adopted a LEADS in a Caring Environment framework that represents the key skills, abilities, and knowledge to lead at all levels of an organization. There are five focus areas or domains of LEADS. Achieving results is the North Star of the framework... after all, effective leadership is aimed at envisaging a better future and achieving improved or better results in that future state.

- L – Lead self
- E – Engage Others
- A – Achieve results
- D – Develop coalitions
- S – System transformation

### **10:20 – 10:40 Networking break**

### **10:40 – 11:20 Enhancing your effectiveness as a leader**

**MARIA FRENCH, President/CEO, Terra Nova Transcription**

The conversations of late have been centered around the need for women to “lean in.” Studies show that women have greater overall leadership effectiveness than men. Yet, as you move to each successively higher level in an organization, the number of women steadily shrinks. At the CEO level, worldwide, in 2014 only 3-4% are women. Once you get a seat at the table, being heard is a challenge for many. Women must be able to identify the opportunities for career advancement and continuously cultivate their leadership skills.

- The leadership edge
- Taking risks
- Making yourself heard

**Register today at: [registration@fci-cwi.com](mailto:registration@fci-cwi.com)**

## 11:20 – 12:00 Gender diversity: advancing women forward

### Keynote:

**JOCELYN PERRY**  
Vice President, Finance and CFO  
Newfoundland Power Inc.

This presentation will focus on advancing women forward in a male dominated workplace; the utility sector. The heightened awareness of diversity and the positive impact it can have on an organization is considered critical. Implementation of practical programs to advance women forward must go hand in hand with awareness to ensure diversity is achieved.

- Perspective on gender diversity in the utility sector
- How Newfoundland Power is creating awareness of the importance of diversity in the workplace
- A view of the programs offered to advance women to more senior leadership roles in the organization

*As Vice-President, Finance & Chief Financial Officer for Newfoundland Power Inc. **Jocelyn Perry** is currently responsible for overall financial management control, customer service and human resources. Jocelyn holds a Bachelor of Commerce Degree (Hons.) from Memorial University of Newfoundland and a Chartered Accountant designation. She is also a member of the Institute of Chartered Accountants of Newfoundland and Labrador. Prior to her current position, Jocelyn was Manager, Finance with Fortis Inc. for three years. Prior to joining Fortis Inc., Jocelyn was Director, Finance with the Aliant Group of Companies. Jocelyn believes in giving back and making a difference in her community: she is Vice-Chair of the Health Care Foundation Board, and was an integral part of bringing the Bust a Move for breast health campaign to Newfoundland and Labrador; she serves on the board of Waypoints for the betterment of children, youth and families; and the Multi Materials Stewardship Board. Jocelyn is passionate about her fundraising efforts for cancer care and has been involved in the annual CIBC Run for the Cure and is past Board member of the St. John's and Mount Pearl Cancer Society Board of Directors.*

## 12:00 – 1:00 Networking lunch

### SESSION 2

**Chair: DAWN S. DALLEY, Nalcor Energy**

## 1:00– 1:40 Leadership resilience

**RITA MALONE, Assistant Deputy Minister Regional Development/Business Analysis, Department of Business, Tourism, Culture and Rural Development, Government of Newfoundland and Labrador**

True leaders are keenly aware that actions taken in bad times directly affect the return to good times. True leaders lead with fortitude, innovation, passion and instill teamwork. True leaders are strong communicators and send clear messages “we will get through this and be the better for it”. This session will revolve around leadership tactics during times of changes and in difficult times.

- Leading with skill and competence
- Leading with effective moves around strategic and tactical issues
- Leading with courage, compassion, conviction and confidence

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## **1:40 – 2:20 Leading with emotional intelligence**

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**TERRI MANN, Vice-President, Consulting Business Development, Business Development Bank of Canada**

We will explore how to lead a team using emotional intelligence in addition to skills and knowledge, including self-reflection, identification of personal development areas, and identifying and appreciating differences and diversity. The ability to consistently and regularly utilize emotional intelligence in leadership is ongoing and must be developed. Identifying your own capacity and awareness around this topic will allow you to create more effective and functional relationships with your team, and will assist in building trust and rapport.

- Empathy
- Self-awareness and development
- Systematic feedback

## **2:20 – 2:40 Networking break**

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## **2:40 – 3:20 Encouraging creative thinking**

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**DALLAS MERCER, President & CEO, Dallas Mercer Consulting Inc.; Innu DMC - Safety Consulting Inc.**

In the words of Dr. Suess: “Think left and think right; And think low and think high; Oh, the thinks you can think up; If only you try.” Fostering creativity is critical in engaging your employees and growing your business. In this presentation, Dallas Mercer will talk about:

- The role of the leader in fostering creativity
- Empowering through creativity
- If you say I can't, it means I will!

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## **3:20 – 4:00 Preparing the next generation of leaders**

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**Dr. CECILIA REYNOLDS, Deputy Provost (Students) and Associate Vice-President (Academic) Undergraduate Studies, Memorial University of Newfoundland**

Canadian society would benefit in a number of ways if our leaders in government, business, industry and education had a firm grasp of the intricacies and the importance of positive gender relations. Our young people continue to need guidance and mentoring from parents, family members, and educators at all levels of education with regard to understanding how they both construct and are constructed by gender in a myriad of ways every day. Drawing on her research into the area of gender relations, Cecilia Reynolds will challenge the audience to consider each of the following questions:

- When does “gendering” begin?
- What is gender “dialect”?
- Why do we continue to need “Gender Studies” programs and research?

## **4:00 Closing remarks of Chair and end of conference**

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# WOMEN IN LEADERSHIP CONFERENCE

Thursday, May 28, 2015

Murray's Pond Country Club, 1464 Portugal Cove Road, Portugal Cove-St. Philip's, NL

## REGISTRATION FORM

Please print clearly.

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_

COMPANY \_\_\_\_\_ TITLE \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

SIGNATURE \_\_\_\_\_ REFERRED BY \_\_\_\_\_

Check applicable rate:

**SAVE \$200 Register by April 7**

Early-bird rate: Register and pay by April 7, 2015

\$799 + HST \$103.87 = \$902.87

Regular rate: Register and pay by May 11, 2015

\$999 + HST \$129.87 = \$1,128.87

GST: 85486 8437 RT0001

**SPECIAL RATE! 4 people for the price of 3**

Register 3 people at applicable rate at the same time,  
and get a FREE registration for a 4<sup>th</sup> person.

Payment must be made in one cheque.

Submit your registration form to: [registration@fci-cwi.com](mailto:registration@fci-cwi.com)

Full payment is required in advance of conference date.

Please make your cheque payable to CAREER WOMEN INTERACTION and mail it to:

FCI-CWI  
925, de Maisonneuve West #312  
Montreal (Quebec) H3A 0A5

In case of cancellation:

To cancel your registration, send an e-mail to [registration@fci-cwi.com](mailto:registration@fci-cwi.com) Cancellations received by April 28, 2015 will incur a cancellation fee of \$250 + HST. The registration fee + HST will be forfeited for cancellations received after April 28, 2015; if you have not paid the registration fee, you will be invoiced for the full amount of the registration fee + HST. A substitute attendee is welcome.

FCI-CWI may cancel the event if deemed necessary and will provide a full refund. No liability is assumed by FCI-CWI for changes in program date, content or venue.

**Register today at: [registration@fci-cwi.com](mailto:registration@fci-cwi.com)**