

Victoria • Vancouver • Calgary • Edmonton • Saskatoon • Regina • Winnipeg • Toronto • Ottawa • Montreal • Moncton • Halifax • St. John's



Thursday, May 21, 2020
Edmonton

2020 Conference Series



Dan Hugo
CFO
ATB Financial



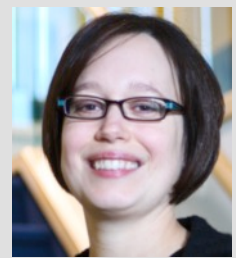
Vanessa Croissant
RVP & Head, Client
& Portfolio Services
Western Canada
BMO Bank of Montreal



Wendy Gerber
VP, Quality, People
& Regulatory Affairs
DynaLIFE Medical Labs



Pamela Zrobek
Treasurer
EPCOR Utilities Inc.

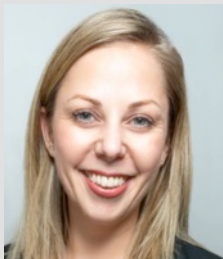


Marla E. Dorin
Partner
Assurance Services
MNP LLP

15th edition

Women in Leadership

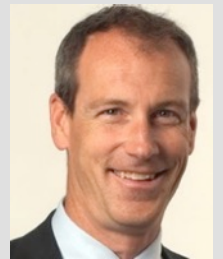
Committing to excellence



Marcie Kiziak
President
NOVA Cannabis



Val Mellesmoen
Exec. Dir., Stakeholder
Engagement
Office of the Auditor
General of Alberta



George Irwin
Partner
Alberta Public
Sector Leader
PwC



Carla Thomas
VP, Tech. Strategy &
Business Transformation
TELUS



C. Swindlehurst
Interim VP
(University Relations)
University of Alberta

"A wonderful day of sharing and learning." – **LARA McCLELLAND**, Executive Director, Strategic Portfolio Services, University of Alberta
www.fci-cwi.com

WHO SHOULD ATTEND

C-Level Executives, Presidents, Vice Presidents, Directors, Managers, Team Leaders, Entrepreneurs, Lawyers, Accountants, and other professionals who are looking for strategies to become more effective leaders in today's business environment.

JUST SOME OF THE REASONS WHY YOU SHOULD ATTEND

- Get tips to become an authentic leader
- Define your role as a leader
- Hear why diversity drives creativity
- Find out how to set goals in today's fast changing world
- Learn strategies to overcome the imposter syndrome
- Get tips on how to practice and master political skills at work

WHAT ATTENDEES ACROSS CANADA ARE SAYING

"Lots of great learning, tools, strategies, connections, support – so much!"

– ROBIN COOPER, VP Strategic Relationships, Teladoc Health Inc.

"Got me thinking about key leadership issues. Refreshing to get outside of my everyday."

– JOANN FITZGERALD, Chief Marketing Officer, Tourism Nova Scotia

"Lots of tips on many key topics that are so important to leadership and on how we can all become better, stronger and resilient leaders."

– LEZA MUIR, Senior Vice-President & Chief Operating Officer, Pacific Blue Cross

"Inspired!" The calibre of speakers and their "real life" stories were inspiring. I highly recommend this conference."

– SHELLEY ORGAN, CEO, Supreme Court and Court of Appeal of Newfoundland and Labrador

"This is a fabulous conference for sharing and providing support of leaders across all industries. Regardless of industry, there is relevance in the practical and immediately applicable information shared. I would highly recommend attending this event."

– KERRI ROBERTSON, Chief Operating Officer, Entegra Credit Union

"The choice of speakers and topics was timely, relevant and inspiring. My best day for a long time."

– SHERI WRIGHT, VP Stakeholders Relations & Communications, Alberta Local Authorities Pension Plan Corp.

PARTIAL LIST OF ATTENDING ORGANIZATIONS FROM PAST CONFERENCES

Access Credit Union • AstraZeneca • BCLC • BDC • BHP Billiton • BMO • Best Buy Canada • Birchwood Automotive Group • CATSA • CIBC • Capital One • Capital Power • City of Winnipeg • Coast Capital Savings • Cogeco • Concentra • Conexus Credit Union • Dalhousie University • Deloitte • Dentons • Dynacare • EPCOR • EY • Edmonton International Airport • Enbridge • Farm Credit Canada • Finning • First West Credit Union • Fundserv • Goldcorp • Government of AB • Grant Thornton • Greater Victoria Public Library • HIROC • HP Canada • Husky Energy • ISC • Intact • Johnston Group Inc. • KPMG • LTSA • LifeLabs • MNP • McMaster University • Medavie • Memorial University • NL Hydro • NSLC • Nova Scotia Power • Office of the Auditor General of BC • Ontario Power Generation • PNI Media • PwC • Pacific Blue Cross • Port of Halifax • RBC • Red River College • Research Manitoba • The Mosaic Company • Vancouver Airport Authority

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

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

8:30 Registration and networking breakfast

Morning Chair:
WENDY GERBER, DynaLIFE Medical Labs

8:55 Opening remarks by Chair

9:00 – 9:40 Are you an authentic leader?

VANESSA CROISSANT, Regional Vice President & Head, Client & Portfolio Services, Business Banking, Western Canada, BMO Bank of Montreal

Being authentic means you are genuine. You may think you are authentic but have you actually really put thought into what being an authentic leader entails? In this presentation, Vanessa Croissant will bring you on her journey of how she became an authentic leader.

- The characteristics of an authentic leader
- The role of authenticity in leadership
- Why authenticity leads to success

9:40 – 10:20 Defining your role as a leader

CATHERINE SWINDLEHURST, Interim Vice President (University Relations); Chief of Staff, Office of the President, University of Alberta

Understanding who we are and how we present as leaders can be challenging no matter our career stage or experience, especially in high-paced, changing work environments. Few of us have time to stop and think about our role as leaders, and yet it is imperative to our ability to inspire successful teams. Leading from values and strengths, ultimately helps us to be more confident, more fulfilled and more powerful leaders. In this session, we will explore:

- How you define yourself as a leader vs. how others define you
- Values-based leadership
- Leading from strength

10:20 – 10:40 Networking break

10:40 – 11:20 Diversity and inclusion: A key role in creativity

GEORGE IRWIN, Partner, Alberta Public Sector Leader, PwC

Fundamentally, diversity and inclusion hinges on encouraging creative thinking. Breaking out of established norms to embrace new approaches is pivotal to first be inclusive, and then to embrace that diversity to compete and win.

- Can this be evoked or is it ingrained?
- Exploring the barriers
- Is there a call to action?

Reserve now: registration@fci-cwi.com

11:20 – 12:00 Goal setting in today's fast changing world

DAN HUGO, Chief Financial Officer, ATB Financial

In a world where change is constant, it's getting increasingly more difficult to define and set goals. We need to measure performance through a combination of historical practices and agile methodology. Dan Hugo will share how this can be achieved through:

- Adapting our leadership model
- Redefining capacity and investment
- Maximizing return in an agile environment

12:00 – 1:00 Networking lunch

**Afternoon Chair:
MARLA E. DORIN, MNP LLP**

1:00 – 1:40 Overcoming the Imposter Syndrome

**Keynote Speaker:
CARLA THOMAS
VP, Technology Strategy & Business Transformation
TELUS**

Have you ever felt that you haven't earned your accomplishments or that your ideas and success didn't merit their attention? Perhaps you have felt that your deep sense of inauthenticity, inadequacy or incompetence will be discovered and you will be exposed as a fraud. The imposter syndrome is more than feelings, and has far reaching consequences on people, the workplace and at home. You are not alone, and together we will overcome these psychological patterns. This session will highlight:

- The Imposter syndrome formula
- The quintet of anxiety, perfectionism, burnout, depression and fear
- Coping strategies to overcome the imposter syndrome

*As Vice President of Development and Support – Shared Services, **Carla Thomas** supports more than 900 TELUS technology team members in locations across Canada, Central America, India, and the Philippines. She's inspired by leading an incredible team of women and men that are driven by the opportunities technology provides to solve complex business problems as they analyze situations methodically, design solutions, and ultimately deliver the best software and means to manage it in a way that safeguards customer experiences and supports the TELUS Customer First promise. With more than 25 years of experience delivering results in technology domains, she has a breadth of experience that includes IT transformation, portfolio and program management, integration initiatives, outsourcing, and optimizing operational support structures. Prior to joining TELUS in 2008, she worked as a Senior Manager for a global professional services organization. Throughout her career, she has been known as being a well-respected collaborator with a willingness to help stakeholders achieve their mission-critical goals. Based in St. Albert, AB, Carla has received her MBA in the Executive Management program at Royal Roads University as well as holds post-graduate degrees from Concordia University and Athabasca University. Carla is an active participant in the community, is the executive chair of the TELUS Connections Edmonton Chapter – Women's Network and participates on the TELUS MBA advisory council.*

Reserve now: registration@fci-cwi.com

1:40 – 2:20 Women in non-traditional industries

MARCIE KIZIAK, President, NOVA Cannabis

Join Marcie Kiziak as she talks about women in leadership in nontraditional industries and the challenges and successes she has had along the way. Marcie will share the struggles in forging a path in both the Oil and Gas and Cannabis industries as well as talk about:

- The path to success
- How to maintain effectiveness and credibility once there

2:20 – 2:40 Networking break

2:40 – 3:20 Creating a culture of giving back

PAMELA ZROBEK, Treasurer, EPCOR Utilities Inc.

Many of us have been incredibly lucky in life. At some point along our journey, we have this realization. At that point, we need to look for an opportunity to give back to the community and help to those less fortunate. As is common with the vast majority of these opportunities, the benefit of the participation is on both sides of the equation. How do you create a culture of giving back?

- Start at home
- Take it to work
- Move beyond

3:20 – 4:00 Practicing and mastering political skills at work

VAL MELLESMOEN, Executive Director, Stakeholder Engagement, Office of the Auditor General of Alberta

Politics exist whenever any group of people come together for a common purpose. Understanding the politics and culture of any organization or group is vital to achieving personal and professional success. Politically skilled leaders are adept at reading behaviours and motivation, building diverse relationship networks and influencing others to achieve important goals. Val Mellesmoen will share stories and offer insights on how to:

- Identify influencers and opportunities
- Interact authentically and sincerely with others
- Maximize and leverage relationships to accomplish your goals

4:00 Closing remarks of Chair and end of conference

Reserve now: registration@fci-cwi.com

WOMEN IN LEADERSHIP CONFERENCE

Thursday, May 21, 2020
The Westin Edmonton, 10135 100 St NW, Edmonton

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 10

Early-bird rate: Register and pay by April 10, 2020

- \$799 + GST \$39.95 = \$838.95 per person

Regular rate: Register and pay by May 8, 2020

- \$999 + GST \$49.95 = \$1,048.95 per person

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 4th person.

Payment must be made in one cheque.

GST: 85486 8437 RT0001

Submit your registration form to: registration@fci-cwi.com

Please make your cheque payable to FCI-CWI and mail it to:

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

To pay by credit card: <https://www.fci-cwi.com/project/edmonton-2020-spring/>

In case of cancellation:

To cancel your registration, send an e-mail to registration@fci-cwi.com. Cancellations received by April 21, 2020 will incur a cancellation fee of \$250 + GST. The registration fee + GST will be forfeited for cancellations received after April 21, 2020; if you have not paid the registration fee, you will be invoiced for the full amount of the registration fee + GST. 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.

Reserve now: registration@fci-cwi.com