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#2018SparkConf #BIGIMPACT2018

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# welcome



“ We all play a leadership role in our community – in our homes, our workplaces, and with our volunteer endeavours. ”



When this year’s theme came to us, I started to reflect on the people and moments that have had a BIG IMPACT in my life. I have lived a charmed life!

The ironic part of these moments is that I did not know at the time how pivotal they would be in shaping who I am today. These thoughts over the last year have made me more mindful and have given me the opportunity to be more thankful at the time. It has also made me more mindful of my opportunities to have a positive impact on the people with whom I engage.

I believe the amazing women on our steering committee for the Spark Women’s Leadership Conference have yet again raised the bar on what we can do here in the Peace Country. We have assembled a world class lineup of speakers and presenters to educate, engage, and motivate you. Our goal is to increase the personal and professional leadership capacity of the individuals we know are working tirelessly to build our communities. We all play a leadership role in our community – in our homes, our workplaces, and with our volunteer endeavours. We hope you connect with speakers, sponsors and other delegates to build your personal network and expand your leadership potential.

I am confident that this year’s program will be thought provoking and impactful, perhaps to your very core. We are hopeful this year’s conference will be one of your ‘Big Impact’ moments!

Jennifer

Jennifer Moore, Conference Chair

SPARK WOMEN’S LEADERSHIP CONFERENCE



Don't forget to get your PROFESSIONAL HEADSHOTS

A professional headshot is included in your conference registration. It is so important in our digital world to have a professional photo that reflects your personal brand – use it on LinkedIn, Twitter and even on Facebook. Available during breaks & lunch. Listen for additional times announced by the emcee.

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# keynote speaker



Drew Dudley Speaker, Author | Day One Leadership WWW.DREWDUDLEY.COM

Day One Direct Online Leadership Program sponsored by MNP LLP

Drew Dudley is a speaker, author, founder of Day One Leadership and the inspirational TED Talk called the ‘Lollipop Moment’.

Drew believes we routinely ignore a huge percentage of the leadership that exists around us and aims to remedy this by helping individuals and organizations create “cultures of everyday leadership” through daily acts of generosity. His wildly popular TED Talk called these everyday acts “Lollipop Moments”— a concept that’s resonated with thousands of people around the world.

Drew has spoken to over 250,000 people on 5 continents, been featured on The Huffington Post, Radio America, Forbes.com, and TED.com, where his TED Talk “Lollipop Moments” was voted “one of the 15 most inspirational TED Talks of all time” and has been viewed millions of times around the web. TIME recently named the talk one of their “seven speeches that will make you

a better leader.” His work with some of Canada’s largest schools, corporations and government agencies has led to him being called “one of the most motivating and inspiring speakers on leadership out there right now” (Dr. Brian Harrington, Oxford University).

In Drew’s current role as the Founder and Chief Catalyst of Day One Leadership, he works with organizations around the world to empower people to increase their leadership capacity. His clients have included some of the world’s most dynamic companies and organizations, including McDonald’s, Dreamworks Animation, Proctor & Gamble, JP Morgan Chase, and over 75 colleges and universities.



## session descriptions

### ► THE SUCCESS-ENERGY EQUATION - WHAT IT REALLY TAKES TO WIN AT WORK AND STILL HAVE A LIFE | Michelle Cederberg

This session explores four cornerstones of success that will help you and your team identify the stand-out habits you need for success in your career and calculate your own success-energy equation to help you win at work and still have a life.

### ► FEDERATION OF CANADIAN MUNICIPALITIES (FCM) PRESENTATION | Christopher L. Yoemens

This presentation focuses on the importance of female leadership and engagement as part of Canada's Feminist International Assistance Policy as seen in the CISAL – Sustainable and Inclusive Communities in Latin America: Strengthening Local Governments in Mining Contexts project lead by FCM. The project is financed by the Government of Canada with the involvement of Canadian municipal experts and community leaders. Christopher will present the project operating in Ancash and Cusco in Peru, Antioquia and La Guajira in Colombia and in communities from across Canada; introducing our Peruvian and Columbian guests!

### ► YOUR 'ONE KEY IDEA' - THE KEY TO YOUR SUCCESS | Azadeh Yaraghi

In this session, Azadeh will provide the true definition of branding and discuss how entrepreneurs can use it. Contradictory to popular belief, branding is not your logo, website, or marketing collateral. Azadeh introduces the concept that customers buy into an IDEA and a brand promise. Discovering your ONE IDEA gives way to your positioning, story, and, competitive advantage.

### ► DIVERSITY CHAMPION | Kerrilee Auger

Kerrilee will help you understand what unconscious bias is and how it shows up in our daily lives to influence our behaviour. She will show you the importance of resisting and overcoming unconscious bias to create an environment that is innovative and productive. In order to create an action plan and commit to changing your own perceptions and actions, Kerrilee will help you appreciate the importance of inclusive leader behaviors.

### ► EVERYDAY LEADERSHIP | Drew Dudley

Society commonly perceives leaders as individuals who make grand, world-changing decisions. But true leadership is about making the life of another person better, and most people do that everyday – perhaps without knowing it. Employing a personal anecdote from his past, leadership trainer Drew Dudley outlines the importance of celebrating everyday leaders.

### ► BUILDING A TEAM DURING UNCERTAINTY | Catherine Pennington

Effective and cohesive teams are critical to business success. Team building takes connection, commitment, empathy, energy and even tough love. In this interactive workshop Catherine will share her experiences in developing teams in times of uncertainty. Building off the work of renowned leaders in business, social science, and psychotherapy this work shop will leave you with a tool box and technical skills for assembling and maintaining highly functional teams – even in times of chaos.

### ► THE GOOD, THE BAD AND THE UGLY | Claire Rogers

Good leaders – their big impacts motivate and inspire us. Bad leaders – the ones you can never seem to win with. Ugly leaders – the bully, megalomaniac, or tyrant that leaves you feeling miserable and dejected. Can you relate to any of these? In this session, Claire will describe her own experience of working for good, bad, and ugly leaders. Her stories and lessons will give you insights and practical tools on how to be an authentic, motivating, and inspiring leader, and will also illustrate how to work for, and recover from, the bad and ugly leaders.

## session descriptions

### ► BEING BEAT VERSUS LOSING | Anastasia Bucsis

Join Anastasia as she shares her story on how she learns that if you live your values – regardless of the result – you've ultimately won. Anastasia will give you tools to recognize the difference between being beat versus losing and how focusing on tangible and controllable factors can help you succeed. She will show you the power of vulnerability and will help you see the strength that comes when you realize that it's the people in your life that matter.

### ► MANAGING UNCERTAINTY: HOW TO STAY GROUNDED | Susannah Pierce

The ups and downs of an LNG Mega-Project in British Columbia is not for the faint of heart, both professionally and personally. Susannah will discuss how to stay grounded when internal and external events keep introducing new challenges and issues to manage.

### ► PANEL DISCUSSION: MANAGING EXPECTATIONS IN A CHANGING WORK ENVIRONMENT | Moderated by Judy Kucharuk

Control versus influence, failure as a learning tool, the challenge of managing expectations in a changing work environment and the dismemberment of societal norms – oh my! We are going to get our hands dirty as we sift through the ever changing leadership landscape and uncover how women are poised perfectly to make their BIGGEST IMPACT!

**Panel Participants:** Susannah Pierce | Catherine Pennington | Terri Steeves

### ► IT'S YOUR SPACE – OWN IT! | Brenda Stock

Are you not getting what you want? Do you feel like you aren't getting noticed? Brenda's session will help you discover the barriers that sabotage your impact; from personal impact statements to business conversations, Brenda will provide tools and techniques you can use to articulate your wants, connect passion and belief, create lasting impacts, and connect colleagues, decision makers, and prospects to your way of thinking.

### ► NAVIGATING CHANGE IN A DISRUPTED WORLD | Lori Mathison

What are the drivers of change? Tightening trade borders, the end of high oil prices, slow economic growth, climate change, big data, cyber threats, an aging population, and global geopolitical unrest – welcome to the 21st century, where the only constant is change. Being resilient and having the ability to recover when faced with change is critical. That's why leading organizations are not just embracing change, they are becoming change makers. To navigate change, businesses have to encourage organizational learning, which is the system-wide process of creating, retaining and sharing knowledge as a collective.





### ► HOW BIG IS YOUR BUT? | Odette Peek

How many times have you said to yourself, "Yeah, but I can't;" hoarding these excuses and justifications until they become your reality. Odette Peek had a long list of "buts" that she could have used, instead, she found a way to kick the common "buts" to the curb and use the power of her soul story to be seen, be heard, and be successful. Now you can learn how to use the power of your soul story to do the same!.

# agenda at a glance | WEDNESDAY, MAY 9, 2018

Time & Location ▼	Sponsor ▼	Activity ▼	Description ▼
7:30am-8:30am Lobby		Registration Opens	
8:30am-8:50am Ralph Room		Welcome	OFFICIAL CONFERENCE OPENING
8:50am-9:00am Ralph Room		Blink! Presentation	INTRODUCTION TO BIG TALK NETWORKING ACTIVITY Julie Roach-Burns & Kailey Odermatt
9:00am-10:00am Ralph Room		Plenary	SUCCESS ENERGY EQUATION Michelle Cederberg
10:00am-10:20am Ralph Room		Blink! Presentation	FEDERATION OF CANADIAN MUNICIPALITIES Christopher L. Yeoman
10:20am-10:30am Ralph Room		Blink! Presentation	EMPLOYMENT CONNECTIONS Jeannette Karasiuk
10:30am-11:00am Ralph Room		Morning Break	REFRESH & RECHARGE NETWORKING BREAK
BREAKOUT SESSIONS		Concurrent 1	DIVERSITY CHAMPION Kerrilee Auger
		Concurrent 2	YOUR 'ONE KEY IDEA' - THE KEY TO YOUR SUCCESS Azadeh Yaraghi

# agenda at a glance | WEDNESDAY, MAY 9, 2018

Time & Location ▼	Sponsor ▼	Activity ▼	Description ▼
12:30pm-1:30pm Ralph Room		Lunch	ALTAGAS "FEED YOUR SPARK" NETWORKING LUNCH
1:30pm-2:45pm Ralph Room		Keynote Plenary	EVERY DAY LEADERSHIP Drew Dudley
2:45pm-3:15pm Ralph Room		Afternoon Break	REFRESH & RECHARGE NETWORKING BREAK
3:15pm-4:15pm Ralph Room		Plenary	BUILDING A TEAM DURING UNCERTAINTY Catherine Pennington
6:00pm-6:30pm Ralph Room		Reception	SPARKLER COCKTAIL RECEPTION With the always charming Trisha Militimore
6:30pm-7:30pm Ralph Room		Dinner	SPARKLER BANQUET DINNER
7:30pm-8:30pm Ralph Room		Plenary	THE GOOD, THE BAD AND THE UGLY Claire Rogers



# agenda at a glance | THURSDAY, MAY 10, 2018

Time & Location ▼	Sponsor ▼	Activity ▼	Description ▼
7:30am-8:30am Ralph Room		Registration Opens/ Buffet Breakfast	PEMBINA BUFFET BREAKFAST & NETWORKING OPPORTUNITY
8:30am-9:30am Ralph Room		Plenary	BEING BEAT VERSUS LOSING Anastasia Bucsis
9:30am-10:30am Ralph Room		Plenary	MANAGING UNCERTAINTY - HOW TO STAY GROUNDED Susannah Pierce
10:30am-11:00am Ralph Room		Morning Break	REFRESH & RECHARGE NETWORKING OPPORTUNITY
11:00am-11:10am Ralph Room		Blink! Presentation	EXECUTIVE BUSINESS COACHING PACKAGES Anna Barley
11:10am-12:30pm Ralph Room	  	Plenary	PANEL DISCUSSION: MANAGING EXPECTATIONS IN A CHANGING WORK ENVIRONMENT Moderated by Judy Kucharuk  Susannah Pierce, External Relations Director of LNG CANADA  Catherine Pennington, Manager of Community Indigenous Engagement ENBRIDGE PIPELINES INC.  Terri Steeves, Vice-President-Canadian Projects TRANSCANADA



# agenda at a glance | THURSDAY, MAY 10, 2018

Time & Location ▼	Sponsor ▼	Activity ▼	Description ▼
12:30pm-1:15pm Ralph Room		Lunch	BDC "FEED YOUR SPARK" LUNCH
1:15pm-1:25pm Ralph Room		Blink! Presentation	WE FOR SHE Sarah Greenwood
BREAKOUT SESSIONS	1:30pm-3:00pm Ralph Room		Concurrent 1 IT'S YOUR SPACE - OWN IT! Brenda Stock
	1:30pm-3:00pm Tim Room		Concurrent 2 NAVIGATING CHANGE IN A DISRUPTED WORLD Lori Mathison
3:00pm-3:30pm Ralph Room	 PEACE RIVER REGIONAL DISTRICT	Afternoon Break	REFRESH & RECHARGE NETWORKING OPPORTUNITY
3:30pm-4:30pm Ralph Room		Plenary	HOW BIG IS YOUR BUT? Odette Peek
4:30pm-5:00pm Ralph Room		Conference Wrap-Up	SPARKLING DOOR PRIZES TO BE WON! Stick around until the very end! We've got some great prizes but you <b>must</b> be present to win!

What's your **BIG IMPACT** moment?

Take photos and videos in front of our "Step and Repeat" and tell us what's impacted you during the Spark Conference! Upload to social media and be sure to use the hashtag #2018SparkConf and #BIGIMPACT2018.

**WE CAN'T WAIT TO SHARE THEM!**



## speaker bios



**Drew Dudley**  
Speaker/Author & Founder  
of Day One Leadership  
[DREWUDLEY.COM](http://DREWUDLEY.COM)

Drew Dudley believes we routinely ignore a huge percentage of the leadership that exists around us. He aims to remedy this by helping individuals and organizations create “cultures of everyday leadership” through daily acts of generosity. His wildly popular TED talk called these everyday acts “Lollipop Moments”. In Dudley’s current role as the Founder and Chief Catalyst of Day One Leadership, he works with dynamic companies and organizations around the world to empower people to increase their leadership capacity.



**Trisha Miltimore**  
Passion Igniter/  
Spark Emcee  
[PASSIONIGNITER.CA](http://PASSIONIGNITER.CA)

Trisha Miltimore is an International Speaker, Confidence Coach and Stress Consultant inspiring others to reach Soul Centered Success. Trisha is truly one of our honorary Sparklers and is back again in 2018 to be our Emcee extraordinaire! As a mother of four and multi-biz owner, Trish knows first hand the hardships and privileges of PURSUING YOUR PASSION including what it takes to ignite and maintain an attitude of success.



**Michelle Cederberg**  
Speaker/Author/  
Coach  
[WORKLIFEENERGY.COM](http://WORKLIFEENERGY.COM)

Michelle Cederberg is an in-demand speaker, author, and coach who helps people break through the physical and emotional barriers that get in the way of high-level success in work and life. Michelle is a health and productivity expert who galvanizes people to blaze their own path, helping them strengthen their success and energy to make a big impact in all they do.



**Odette Peek**  
Speaker/Coach/  
TEDx Alumni  
[ODETTEPEEK.COM](http://ODETTEPEEK.COM)

Odette Peek, a professional speaker, experienced business coach, and TEDx alumni, helps to uncover the story that is rooted in one’s passion and purpose. Odette will help you to clarify and amplify that passion and purpose to create massive impact in the world.



**Claire Rogers**  
Coaching/Consulting Director of  
iTopia Coaching & Consulting  
[IPIOACOACHING.COM](http://IPIOACOACHING.COM)

Claire Rogers is a passionate coach who challenges high achievers to re-discover and attain their dreams and aspirations. Through iTopia Coaching, Claire enables her clients to recognize key insights into their passions and into what truly fulfills them. This in turn empowers them to initiate healthy habits and implement meaningful changes in their lives, which brings them closer to realizing their own individual utopias.



**Susannah Pierce**  
External Relations Director of  
LNG Canada  
[LNGCANADA.CA](http://LNGCANADA.CA)

In her role as External Relations Director of LNG Canada, Susannah she has been responsible for the Environment, Regulatory, First Nations, Community Consultation, Social Performance, Communications and Government Relations aspects of the project. Prior to this position, Susannah served as Vice President, Value Chain Integration, Shell Canada as well as Vice President, Communications, Upstream International based in The Hague. Susannah was previously Head, Government Relations for Shell Canada and before joining Shell in 2009, was Director, Government Affairs for TransCanada Pipelines based in Washington, DC and New York City.



**Anastasia Bucsis**  
Two-time Olympian  
Speed Skater  
[ANASTASIABUCSIS.WORDPRESS.COM](http://ANASTASIABUCSIS.WORDPRESS.COM)

Anastasia Bucsis is a two-time Olympian Speed Skater, has competed in six World Championships, 50 World Cup Starts and is an advocate for mental health and LGBT issues in sports. Anastasia has had the opportunity to represent the maple leaf for almost a decade and she enjoys connecting with the community and championing causes close to her heart. This includes Right to Play, You Can Play, and Fast and Female.



**Catherine Pennington**  
Manager of Community  
Indigenous Engagement |  
Enbridge Pipelines Inc.  
[ENBRIDGE.COM](http://ENBRIDGE.COM)

Catherine is Manager of Community Indigenous Engagement for Enbridge Pipelines Inc. and has worked in Indigenous and Community Relations roles for production and pipeline companies for over a decade. As a Metis woman, Catherine avidly believes that communities and industry can build and maintain mutually beneficial relationships. Catherine’s leadership accountabilities at Enbridge include community engagement and public consultation, communications, community investment, sustainability and community capacity development.

## speaker bios



## speaker bios



**Kerrilee Auger**  
Entrepreneur in Residence at Women's Enterprise Centre  
[WOMENSENTERPRISE.CA](http://WOMENSENTERPRISE.CA)

Kerrilee Auger is an Entrepreneur in Residence at Women's Enterprise Centre, where she develops and delivers training and mentoring programs to help women entrepreneurs to realize their business potential. She is a small business owner and supporter of women entrepreneurs; she is also the Chair of the Women of Whistler, and is an active member of the WEB Alliance.



**Lori Mathison**  
president and CEO for the Chartered Professional Accountants of British Columbia (CPABC).  
[BCCPA.CA](http://BCCPA.CA)

Lori Mathison is the president and CEO for the Chartered Professional Accountants of British Columbia (CPABC). She leads the organization's Executive Management Committee and represents the province on the national Council of Chief Executives for the Canadian CPA profession. Lori has served as a Governor of the Canadian Tax Foundation (CTF) and has written and presented on taxation matters for many organizations. Lori currently serves as the senior vice chair of the Greater Vancouver Board of Trade and also sits on the Law Society of British Columbia's Task Force on the Law Firm Regulation and on the Dean's Advisory Committee at the UBC Centre for Business Law.



**Azadeh Yaraghi**  
Brand Strategist/#1 Best Seller on Amazon/Speaker/Founder of Gogo Telugo Creatives  
[GOGOTELUGO.COM](http://GOGOTELUGO.COM)

Azadeh Yaraghi is a Brand Strategist and founder of Gogo Telugo Creatives. With 15 years of experience working in Canada and internationally in branding and marketing she has built successful campaigns and picked-up awards along the way. She works with businesses that are looking to create an authentic connection between their company and their ideal target market, to grow their business, and make a difference in the world.



**Brenda Stock**  
Works in Business Development Industry/Entrepreneur/Realtor TV Commentator

As an entrepreneur, CTV and Global TV Commentator, and award winning realtor, Brenda Stock brings BIG enthusiasm to SPARK. For 20 years she has led seminars on presenting with impact and relationship selling. Brenda's passionate, genuine perspective inspires her audiences to take action. Brenda has been an expert commentator on the private sale real estate market, is a leading entrepreneur in the wellness industry, and is currently pursuing an executive MBA.

## speaker bios



**Terri Steeves**  
Vice-President-Canadian Projects/TransCanada  
[TRANSCANADA.COM](http://TRANSCANADA.COM)

Terri Steeves is the VP of Canadian Projects with TransCanada and is responsible for implementation and development of natural gas pipeline and energy projects. Throughout her career, Terri has held a variety of progressively senior roles within the natural gas pipelines and energy business; she also held positions in field operations, design engineering, system design, and customer service. Terri has been active with the Calgary and Area United Way as Campaign Chair for TransCanada's corporate campaign. She volunteers with the Association of Professional Engineers and Geoscientist of Alberta, is a mentor and science presenter in local schools, and a Founder Board Member for Ag for Life from 2012-2015.



**Judy Kucharuk**  
TEDx Speaker/Author/On-Air Columnist - CBC Radio  
[JUDYKUCARUK.COM](http://JUDYKUCARUK.COM)

Judy Kucharuk is a newspaper and CBC columnist and an accomplished TEDx speaker, blogger, and author. Over the years, Judy has charmed local readers with her columns for Alaska Highway News and Daily News. Judy is also an on-air columnist for CBC Daybreak North; in her column "Peace of Mind", Judy shares her perspective of Northeast BC. Along with her media presence, Judy has published her first book - "Naked Tuesday" - and her second book is in the works.



**Christopher L. Yeomens**  
Federation of Canadian Municipalities  
[FCM.CA](http://FCM.CA)

Christopher L. Yeomens works with the Federation of Canadian Municipalities (FCM) as an international consultant and Director of International Program. Christopher specializes in conflict transformation from a variety of project management positions. Christopher directs the CISAL - Inclusive and Sustainable Communities in Latin America: Strengthening the capacity of local governments working with the mining sector program, focused on promoting municipal development in Canada, Colombia and Peru.



**Sarah Greenwood**  
WE for SHE NextGen Leaders Program  
[THEMINERVAFOUNDATION.COM](http://THEMINERVAFOUNDATION.COM)

With Minerva BC, Sarah Greenwood developed and launched the WE FOR SHE NextGen Leaders Program. Sarah also co-facilitates the 2017 Learning to Lead™ Program. Sarah has 14 years of experience working in Adventure Based Leadership programs, and more than five years of experience developing and delivering career development programs. Passionate about learning and helping others learn, Sarah appreciates the deep connections and learning that can take place when people are willing to be vulnerable and challenge themselves.

## speaker bios



**Anna Barley**  
Partner/Strategies  
North Advisory Inc.  
[STRATEGIESNORTH.CA](http://STRATEGIESNORTH.CA)

Anna Barley is a partner with Strategies North Advisory Inc., a local firm that provides specialized Training and Executive Coaching, Proposal and Program development as well as Strategic Advisory Services and also a proud Spark! sponsor. Using her passion for youth and women's career/business development she is an Entrepreneurial Coach/Mentor for the Women's Enterprise Centre, NEABC, Junior Achievement BC and Furturepreneur Canada. As an experienced facilitator, coach, and soon to be author she is dedicated to supporting leadership development in innovative ways. Anna is also an avid volunteer in the community with Army Cadets, Spark!, Minor Hockey and the Child Development Centre.



**Jeannette Karasiuk**  
Certified Career Practitioner/  
General Manager  
Employment Connections  
[EMPLOYMENTCONNECTIONS.BC.CA](http://EMPLOYMENTCONNECTIONS.BC.CA)

Jeannette Karasiuk is a certified career practitioner, MBTI facilitator, and the General Manager and Owner of Employment Connections. In the Employment field for over 20 years, Jeannette provides job search services and supports to residents of Fort St. John and area and supports local employers with a variety of programs and services.



**Julie Roach-Burns**  
Partner/SJA Promo  
(Formerly St. John Advertising)  
[SJAPROMO.CA](http://SJAPROMO.CA)

Mother and daughter team, Julie and Kailey recently celebrated their first anniversary as the new owners of SJA Promo (formerly known as St. John Advertising, a business with a 30 year history in Fort St John). They pride themselves on being good personal and corporate citizens, supporting numerous local events and organizations, a key one being the FSJ Association for Community Living.



**Kailey Odermatt**  
Partner/SJA Promo  
(Formerly St. John Advertising)  
[SJAPROMO.CA](http://SJAPROMO.CA)

## behind the scenes



**Bob Mack**  
Graphic Recorder, [URBAN SYSTEMS](http://URBAN SYSTEMS)

Bob Mack is returning again this year and providing his creative talents as our Graphic Recorder for the 2018 Spark Conference! He will be capturing key points from our speakers and keynotes by creating "live" digital drawings throughout the conference.

**WELCOME BACK BOB!**

**URBAN**  
systems

GRAPHIC  
RECORDER

## behind the scenes

HEADSHOT PHOTOS



Available during all breaks & lunch.  
Listen for additional times announced  
by the emcee.

## PHOTOGRAPHERS



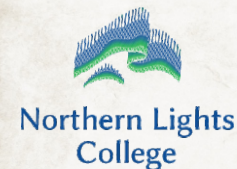
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## NLC SPARK BOOKSTORE



Be sure to visit our mini-bookstore filled with reads from our speakers, along with recommended reads by our speakers and steering committee. Don't wait to make your purchase – there are limited copies of the books available.

Presented by

**north peace**  
SAVINGS & CREDIT UNION

