

YEAR



ROCKSTAR MOVES

SEP 20-21
2023

STEP INTO YOUR GREATNESS

CONFERENCE PROGRAM



sharingthespark.com | #sparkconf2023 | #rockstarmoves



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ROCKSTAR MOVES

STEP INTO YOUR GREATNESS



WELCOME ROCKSTAR WOMEN!

Are you ready to take your leadership skills to the next level?

At the 2023 Spark Women's Leadership Conference, we're all about making bold moves and stepping into our greatness with confidence and courage. It's been a bumpy road to get to this year's conference and we believe that we are modelling that courage we hope this year's conference will build in you!

Our lineup of brilliant speakers is here to deliver a power-packed program that will leave you feeling energized, empowered, and ready to make some serious Rockstar Moves. Learn new skills that will foster a stronger self-confidence and expand your vision of what can be achieved. Grow your ability to identify and lead change initiatives and communicate confidently and credibly.

Determine where to focus your energy to succeed and how to navigate transitions well. Discover the value of professional development for women in leadership and the power of connecting with a like-minded community.

In today's fast-paced world, it's easy to feel overwhelmed and stuck in the chaos of our personal and professional lives. But for the next couple of days, we invite you to break free from the hustle and bustle of your usual routine and be fully present to receive a download of inspiration and practical strategies for excellence in leadership.

Take the stage with confidence and let loose those Rockstar Moves! You are more powerful than you know, and we're here to help you unleash your full potential. Together we can create a stronger and healthier community, with a bright future ahead.

Let's celebrate 10 Years of Rockin' the Spark together!

The Women of Spark

Samantha Warren | Sarah Conkin | Megan Troyer | Lilia Hansen | Catharine Dragojevich
Suzanne Young | Carolyn Oliver | Karen Thiersen | Jennifer Moore | DeeAnn Pruys



Michelle Cederberg

Speaker/Coach/Author/Consultant
MICHELLECEDERBERG.COM

Michelle has captivated audiences for over 17 years with her empowering and humorous messages about how to set worthwhile goals, get energized for success, and live a bigger life. She holds a Masters in

Kinesiology, a BA in Psychology, a specialization in Health and Exercise Psychology, is a Certified Exercise Physiologist, a Certified Professional Co-Active Life Coach, and an ORSC-Trained Team Coach. Michelle's new book *The Success-Energy Equation*, debuted as a bestseller in October 2020.



Merge Gupta-Sunderji

Leadership Expert/Columnist/Author
TURNINGMANAGERSINTOLEADERS.COM

Merge helps great people become exceptional leaders, who turn their people power into real results. A highly respected leadership expert and columnist, she gives people specific and practical tools to achieve leadership and workplace relationship success. As a leader at one of Canada's premier oil and gas companies for over fourteen years, Merge's insights come from first-hand experience and she has contributed to the long-term success of corporations, government divisions, associations and non-profit organizations of different sizes all over the world.



Sarah McVanel

Speaker/Coach/Author
GREATNESSMAGNIFIED.COM

Sarah is a recognition expert, professional speaker, coach, author, recovering perfectionist, and movement maker. Sarah has 25+ years of experience training, coaching, and leading teams. From her senior leadership role, she founded her boutique firm Greatness Magnified. She's a Certified Senior Organizational Development Professional (CSODP), Professional Certified Coach (PCC), and Certified Human Resources Leader (CHRL). She has a BA in Psychology, MSc in Family Relations, and Diplomas in Human Resources and Healthcare Administration.



Linh Huynh

Speaker/Author/Educator
SPARKINGWONDER.CA

Linh is a professional speaker, author, educator, and extreme non-athlete. She is a passionately curious and adventurous person who has completed the Antarctic Ice Marathon (in Antarctica), the North Pole Marathon (in the North Pole – for realzz), and a series of ultra-marathons of 250km each in common places like the 4 deserts. Linh is now on a mission to inspire people to face challenges and create an extraordinary life full of courage, joy, and wonder. Amazing things can happen when people live with passion and curiosity!



Drew Dudley

Speaker/Author/Leadership Expert
DREWUDLEY.COM

Drew is an internationally acclaimed leadership speaker, Wall Street Journal bestselling author and the creator of the renowned TED talk "Everyday Leadership (The Lollipop Moment)". Drew created and built the Leadership Development Program at the University of Toronto, which became the largest and most dynamic in the country. Drew credits his Day One process with saving his life— now he travels the world aiming to redefine leadership for as many people as possible.



Whitney Armstrong

Social Media Influencer/Digital Marketer
ENERGETICCITY.CA

Whitney was born and raised in Fort St. John and has personally stepped up into the public eye with social media to connect with her clients and followers. She believes people hold themselves back for fear of what others may think, and insists they are only doing themselves harm. Whitney is unapologetic in showing up as her authentic self. She has never let fear or self-consciousness stop her from putting it all out there and having fun!



Jessica Dumas

Speaker/Coach/Advisor
JESSICADUMAS.CA

Jessica is a professional speaker, speaker coach and the host of The Confidence and Communication Podcast. She has served as chairperson of the Aboriginal Chamber of Commerce, as the first Indigenous female Chairperson of the Winnipeg Chamber of Commerce (2019-2020), and continues to sit on numerous committees and boards at the executive level. Jessica is a known facilitator and Indigenous advisor who uses her passion and knowledge to help businesses create more diverse and inclusive teams.



Trisha Miltimore

Speaker/Coach/Stress Consultant
PASSIONIGNITER.CA

Trisha is an international speaker, confidence coach and stressconsultant inspiring others to reach Soul Centered Success. Empowering people to contagiously care is who she is and what she does best. And yes, all you Sparklers out there - TRISHA IS BACK! She has dazzled us with her gorgeous smile and set us at ease with her insightful humor since year one, and it is our great privilege to have this amazing ROCKSTAR emcee our 10th Anniversary Conference!

SPEAKER BIOS



Jennifer Moore

Success Navigator/Owner
MOORSAIC STRATEGIC SERVICES

Jennifer is a SUCCESS NAVIGATOR and owner of Moorsaic Strategic Services, a consulting firm that specializes in organizational strategy and development for small business, non-profit, institutional, and local governments. A devoted community builder, Jennifer has been a driving force within SPARK since the very beginning—what started as a work initiative quickly gained the top spot in her heart! She has often referred to her kitchen table as the SPARK workstation.



Judy Kucharuk

Director Miktg & Corp. Pstr. Oakview Grp
OVINTIV EVENTS CENTRE

Judy loves to make the ordinary EXTRAORDINARY! She is an accomplished TEDx Speaker and writer, publishing her first book "Naked Tuesday" in 2016. She is also a columnist for the Alaska Highway News and the Dawson Creek Mirror, and an on air columnist and contributor to CBC Daybreak North. As concept creator of the Spark Women's Leadership Conference, Judy lit the spark that is SPARK! Her sharp wit, indomitable sense of humor and drive for excellence helped shape SPARK into the inspiring event it is today.



Kathy Handley

Dean, Academic & Vocational Prog.
NORTHERN LIGHTS COLLEGE

Kathy Handley grew up in the north, where she has pursued her education, raised her family and developed her career. She is the Dean, Academic and Vocational Programs at Northern Lights College and was one of the original founders of the Spark Women's Leadership Conference. Kathy has experienced firsthand how SPARK can create communities and relationships that inspire and motivate women to dream big and take action right where they live and work!



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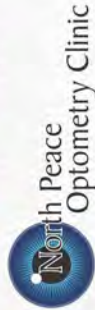


Be sure to visit our mini-bookstore filled with speaker authored books, along with recommended reads from our speakers and steering committee. Whether you're looking for career advice, professional growth, or leadership strategies, the mini-bookstore has something for every aspiring ROCKSTAR! Don't wait to make your purchase – there are limited copies of the books available.



WOW EXPERIENCE

STEP & REPEAT AND ZIP CASE



AUDIO VISUAL PRODUCTION

From the audio visual production to the onstage screen to video production, Russell Eggleston from Sound In Town has been making the Spark Conference look amazing since it's inception!



soundintown.com

RESTROOM BRANDING



BOLD
PROMOTIONS
BREAK FREE. BE BOLD.



► **Dare to Live It Big! How to Be a Rockstar and Step into Your Greatness!**

Keynote Session | Michelle Cederberg

As we step boldly into life 'beyond the pandemic', do you ever stop to think about how you want to show up? Each of us is capable of so much more than we can even imagine... if we'd just get out of our own way.

► **Slip On Your Superhero Cape: How to be an Agent of Change and Fast-Track your Career**

Plenary Session | Merge Gupta-Sunderji

Why do some people embrace change while others don't—and what can you do about it? Learn strategies to get your team members to accept responsibility and deliver results. The ability to identify and lead change initiatives will tag you as a high-potential superstar!

► **From One-Hit Wonder to ROCKSTAR Legend: Harnessing the Power of Recognition, Organization, Communication and Kindness to Navigate Change**

Plenary Session | Sarah McVanel

Are you ready to let go of the old mantra, "change is hard"? Learn to develop tools for adaptation and building resilience, to recognize and leverage what's working in yourself and others, and to organize priorities effectively to navigate transitions. Get ready to ROCK the stage and take your skills to the next level!

► **Partying with Penguins: Overcome Self-doubt and Act Towards a Big, Bold Dream**

Plenary Session | Linh Huynh

Shift your view of what's possible and act towards a big, scary goal – NOW! Spark the fire of wonder and curiosity — uncover what's on the other side of your ordinary, and how to address scary new beginnings. Rock out your inner penguin: get ready to move those happy feet!

► **How to Communicate with Confidence and Credibility**

Workshop | Merge Gupta-Sunderji

Ever said yes when you really wanted to say no? Many women struggle to communicate their message with confidence and credibility. Learn specific skills to craft your message, say your piece, and assert yourself in any situation, even with people who are more senior and experienced than you are.

▶ **"And Grace, Too" - Finding Order in Chaos and Complexity**

Workshop | Drew Dudley

We live in a world of noise: Work, family, education, and community activities can no longer be compartmentalized. This can become overwhelming without a plan. In this highly interactive simulation workshop, Drew will show you how to cut through the commotion with will, determination and grace, too. Come prepared to move and make noise!

▶ **The Confidence for Social Media**

Blink! Presentation | Whitney Armstrong

Does the thought of being out there on social media make you cringe? Don't let self-consciousness keep you from rockin' your audience with your own unique voice and expression. Learn some quick tips on gaining confidence on social media, and be inspired by Whitney's personal journey to online success.

▶ **Who Do You Think You Are?**

Plenary Session | Jessica Dumas

What if the highest Rockstar version of who you desire to be—exists right now!? If you feel like you are stuck and just spinning your wheels, lean in for a unique perspective on how to reframe your beliefs about yourself, and open up new doors of opportunity.

▶ **Engineering SPARK: From Inspiration to Action — Panel Discussion with Original SPARK ROCKSTARS!**

Panel Discussion | Jennifer Moore, Judy Kucharuk, Kathy Handley, Trisha Miltimore - Emcee

An intimate look into the passions of three of the original founders of Spark, and what led to the idea of a women's professional development conference in northeastern BC. Through their lens of experience learn why SPARK exists and what problems it set out to address for women in the workplace—then and now!

▶ **"Your Music at Work" - Letting Your Leadership Take Centre Stage**

Keynote Session | Drew Dudley

Do you feel you're in the crowd looking up at the people you consider the real "rock stars"? Drew invites you to learn strategies to help you step out of the crowd and up onto the stage yourself — to recognize the impact you have on others when you share your gifts.

AGENDA

Wednesday, September 20, 2023 | MORNING

Time & Location ▼	Activity ▼	Description/Session ▼	Sponsor ▼
7:30am-8:30am Main Ballroom Lobby	Registration Opens		
8:30am-9:00am Main Ballroom	Welcome	CONFERENCE OPENING	
9:00am-10:00am Main Ballroom	Keynote Session	YOUR MUSIC AT WORK: LETTING YOUR LEADERSHIP TAKE CENTRE STAGE Drew Dudley	
10:00am-10:30am Main Ballroom	Networking Break	ARC RESOURCES LTD. REFRESH & RECHARGE	
10:30am-11:30am Main Ballroom	Plenary Session	SLIP ON YOUR SUPERHERO CAPE: HOW TO BE AN AGENT OF CHANGE AND FAST TRACK YOUR CAREER Merge Gupta-Sunderji	
11:30am-11:45am Main Ballroom	Blink! Presentation	THE CONFIDENCE FOR SOCIAL MEDIA Whitney Armstrong	
11:45am-12:45pm Main Ballroom		SPONSORED LUNCH	   

AGENDA

Wednesday, September 20, 2023 | AFTERNOON

Time & Location ▼	Activity ▼	Description/Session ▼	Sponsor ▼
BREAKOUT SESSIONS			
12:45pm-2:00pm Main Ballroom	Workshop	HOW TO COMMUNICATE WITH CONFIDENCE AND CREDIBILITY Merge Gupta-Sunderji	
12:45pm-2:00pm Tim Room	Workshop	AND GRACE TOO: FINDING ORDER IN CHAOS AND COMPLEXITY Drew Dudley	 POMEROY HOTEL FORT ST JOHN
2:00pm-2:30pm Main Ballroom	Networking Break	NORTHRIVER MIDSTREAM REFRESH & RECHARGE	
2:30pm-3:30pm Main Ballroom	Plenary Session	WHO DO YOU THINK YOU ARE? Jessica Dumas	
3:30pm-3:45pm Main Ballroom	Daytime Wrap-Up	DAYTIME WRAP-UP MESSAGE	

HEADSHOT PHOTOS

Available in the boardroom during pre-conference start, all breaks and lunch. Listen for additional times announced by the emcee.



ROAMING PHOTOGRAPHER

LISA GABRIEL
PHOTOGRAPHY

AGENDA

Wednesday, September 20, 2023 | EVENING

Time & Location	Activity	Description/Session	Sponsor
6:00pm-6:45pm Main Ballroom	Cocktail Reception	NETWORKING OPPORTUNITY	Signature Drink Sponsored by AltaGas Evening Music Sponsored by TROYER
6:45pm-7:45pm Main Ballroom	Banquet Dinner	10 YEARS OF ROCKIN' THE SPARK BANQUET DINNER	
7:45pm-8:45pm Main Ballroom	Plenary Session	PARTYING WITH PENGUINS: OVERCOME SELF DOUBT AND ACT TOWARDS A BIG BOLD DREAM Linh Huynh	 PEACE RIVER REGIONAL DISTRICT
8:45pm-9:00pm Main Ballroom	Evening Closing	EVENING WRAP-UP	



LIVESTREAM & PLATFORM

AGENDA

Thursday, September 21, 2023 | MORNING

Time & Location ▼	Activity ▼	Description/Session ▼	Sponsor ▼
7:30am-8:30am Main Ballroom	Breakfast	PETRONAS BREAKFAST	 PETRONAS
8:30am-9:30am Main Ballroom	Keynote Session	DARE TO LIVE IT BIG! HOW TO BE A ROCKSTAR AND STEP INTO YOUR GREATNESS Michelle Cederberg	 AAA SAFETY AND FIELD SERVICES  NORTHERN METALIC
9:30am-10:45pm Main Ballroom	Panel Discussion	ENGINEERING SPARK: FROM INSPIRATION TO ACTION Jennifer Moore Judy Kucharuk Kathy Handley	 trisha. PASSION IGNITER™
10:45am-11:15am Main Ballroom	Networking Break	COASTAL GASLINK REFRESH & RECHARGE	 Coastal GasLink  TC Energy
11:15am-11:30am Main Ballroom	Special Announcement	PRESENTATION	 spark Women's Leadership Conference
11:30am-12:30pm Main Ballroom	Keynote Session	FROM ONE HIT WONDER TO ROCKSTAR LEGEND: HARNESSING THE POWER OF RECOGNITION, ORGANIZATION, COMMUNICATION AND KINDNESS TO NAVIGATE CHANGE Sarah McVanel	 moorsaic STRATEGIC SERVICES
12:30pm-12:45pm Main Ballroom	Conference Wrap-up	CLOSING COMMENTS	

THE SPARK JOURNEY



It's been a decade since the idea of Spark was born in a local living room filled with professionals who understood the value of investing in our female workforce.

In those early days when the idea was first being formed, we had no concept of what Spark would become today. We set out to build a program that would allow the women of northeastern BC to invest in their professional development without the additional pressures of time away from home.

Here we are 10 years later – 20,000 volunteer hours from 33 dedicated women, 99 speakers, 9 conferences, 10 workshops, over 2,500 attendees, including 171 angel attendees – supported by over 120 sponsors whose support made these professional and leadership development opportunities affordable.

We've navigated a pandemic, economic downturns, and a change in key volunteers, all while keeping our eye on the goal of increasing the capacity of the female workforce to advance their careers and businesses. We've done this for

one reason – because we believe that YOU are worth the investment. Thank you for being on this journey with us – trusting us to build a program relevant to your needs and engaging to create a supportive community for professional women in our region.

While the world has changed and virtual learning has grown exponentially over the last 10 years, we know the opportunity to connect in person versus through a computer screen is still one of the most powerful aspects of our event. A community truly has been created!

Here is to the next decade of Spark's evolution!.

The Women of Spark

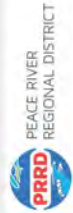
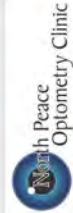


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Community

