



RISE

Next Level Strategies for Success

**OCT 8-9
2025**

CONFERENCE PROGRAM

sharingthespark.com | #sparkconf2025



@sharingthespark



TABLE OF CONTENTS

Welcome/3

Speaker Bios/4-6

Sessions/7-9

Agenda/10-13

Sponsorship Thank You Spotlight/14-16

Next Level Strategies for Success

RISE



Next Level Strategies for Success

THIS IS YOUR MOMENT TO RISE

Welcome to the 2025 Spark Women's Leadership Conference, an impactful event of connection, inspiration, and career-defining insight. With this year's theme, "RISE: Next Level Strategies for Success," and our incredible line up of speakers, we are here to support you as you chart a clear path to your professional goals

Throughout the next two days, you will hear from vibrant and inspiring keynote speakers, delve into skill-enhancing workshops, and connect with a dynamic network of women who are committed to community. At every stage in your career, Spark is designed to inspire, equip, and support you as you gain momentum to move toward your goals with purpose and clarity.

Founded in the Peace Region in 2014, Spark was established by a group of women looking for quality professional development opportunities that did not require days of travel out of the area. It is because of those women, the ongoing support from our generous sponsors, and the dedicated commitment from our volunteers, that Spark has been able to provide world-class professional development opportunities for over a decade to thousands of women, like yourself, ready to make a difference.

We hope you leave this event inspired, challenged, and empowered to reach your professional goals.

The Women of Spark

*Suzanne Young | Carolyn Oliver | Megan Troyer | Catharine Dragojevich | Jeleena Cawley | Whitney Armstrong
Crystal Leahy | Jennifer Lefley | Karen Thiersen | Lacey Wrobel*

SPARK WOMEN'S LEADERSHIP CONFERENCE 2025



CAROL SCHULTE

Speaker/Educator/
Mental Health Advocate
CAROLSCHULTE.COM

Carol Schulte is a powerhouse speaker, founder of The BRÄV Institute, and leading voice in brave leadership. With global experience in 16 countries, she's on a mission to ignite bold action. Known for her energy and impact, Carol inspires leaders to show up, speak out, and get their BRÄV on!



ERKA CASUPANAN

Writer/Actor/
Storyteller
ERIKA CASUPANAN.COM

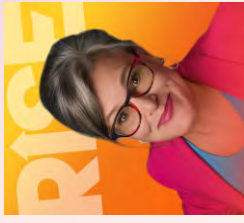
Erika made history as the first Canadian to win Survivor. Don't be fooled by her purple hair and petite frame, Erika defies the odds as someone often underestimated. As a keynote speaker, award-winning podcaster and media personality, Erika combines her PR and tech background with years of comedy training to inspire audiences and ignite resilience, reinvention and lasting impact.



CALISSA NGOZI

Speaker/Mental Health Advocate/
Resiliency Expert
CALISSANGOZI.COM

Calissa Ngozi is a lifelong advocate for inclusive mental health care. With over 20 years of experience and a heart for healing, Calissa helps others navigate burnout, trauma, and resilience with empathy and truth. She reminds us that real leadership starts with caring for ourselves—because you cannot pour from an empty cup.



BRANDI HEATHER

Speaker/Trainer/
Author
BRANDIHEATHER.COM

Brandi Heather is an experience. Her sessions are a whole-body exhale—bringing you back to who you are when you're not on high alert. Through play, she helps women reset, reconnect, and rise. Because when we're in play, we're at our most creative, courageous, and connected. And that changes everything.

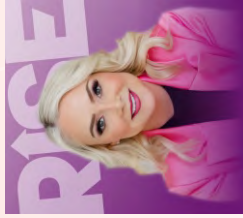
SPEAKER BIOS

**DR. SHAHANA ALIBHAI**

Physician/TEDx Speaker/
Author

DRSHAHANA.COM

Dr. Shahana Alibhai is a TEDx speaker, bestselling author, family physician, and powerhouse in the field of emotional health. A leading voice in the space of well-being and resilience, she has empowered thousands to lead with clarity, confidence, and compassion. Her science-meets-storytelling approach leaves audiences inspired, informed, and ready to feel better.

**ROBYN THOMPSON**

Media Personality/Speaker/
Financial Expert

ROBYNTHOMPSON.MONEY

Robyn Thompson is an award-winning financial expert and national media contributor seen on CTV and BNN Bloomberg. Through her signature leadership keynote, Assets Under Management, she helps audiences turn clarity, consistency, and personal agency into compounding growth—one intentional action at a time.

**SELENA WILLIER-SCHMIDT**

Indigenous Consultant/
Educator/Leader

MNP.CA

Selena Willier-Schmidt is a proud Driftpile Cree First Nation member, Manager in Indigenous Consulting at MNP, and has over 20 years of First Nations health experience. She specializes in health programs, community engagement, and leadership development, applying a two-eyed seeing approach to effectively collaborate with Indigenous communities and support health leaders.

**ANNETTE JALBERT**

Clinical Counsellor/
Multipreneur/Dreamer

DELIBERATELYDESIGNEDLIFE.COM

Founder of Deliberately Designed Life and multipreneur, Annette Jalbert empowers women to shift from chaos to calm. For 15+ years as a Registered Counsellor, Annette has inspired women to design lives intentionally rooted in a self-first approach. She's known for her authentic and motivational style! Her motto is: DREAM~DESIGN~DO!



AVIVA JONES

Business Owner/Arbitrator/
Dispute Resolution Expert
JONESJARDINE.COM

Aviva is a mediator, entrepreneur, and lifelong learner with expertise in justice, law, leadership, and dispute resolution. With a passion for turning conflict into growth, she works with families, industries, and governments to navigate challenges. Believing conflict sparks innovation, she inspires leaders to embrace and overcome it.



AMY IRVINE

Business Owner/
CPA/Leader
VIACFO.CA

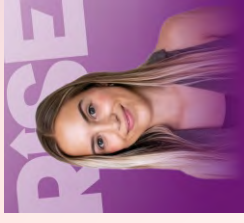
Amy is a Chartered Professional Accountant and Co-Founder of Via CFO. With deep experience in financial leadership and the energy sector, she champions women in the workforce. As Treasurer of the Fort St. John Women's Resource Society, Amy is dedicated to empowering her community, family, and fellow professionals.



MEGAN TROYER

CPA/Leader/
Passionate Volunteer
VIACFO.CA

Megan is a purpose-driven leader, CPA, and Dare to Lead™ facilitator who empowers businesses and communities with clarity, compassion, and vision. As a partner at Via CFO, she blends financial expertise with heart-centered leadership—fueling growth, resilience, and meaningful impact across industries and nonprofit organizations in Fort St. John.



JORDON LOCK

Entrepreneur/
Visionary/Coach
THEMARKETINGCOLLECTIVECO.COM

Jordon is the founder of The Marketing Collective Co., specializing in authentic, community-driven branding. With a passion for creative entrepreneurship, she helps businesses grow through story-led strategy. Based in Fort St. John, BC, she also co-owns Base Camp Adventure Rentals and teaches spin—proving big impact starts in small towns.

▶ **Find Your Brave:** Next Level Strategies to Rise, Lead, and Succeed
CAROL SCHULTE | KEYNOTE

Break through fear and self-doubt. In this energizing session designed to spark bold action, explore the B.R.A.V.E. Leadership framework, commit to one courageous step within 48 hours, and create your own Brave List—a powerful tool to inspire growth, redefine what's possible, and lead with greater confidence and clarity.

▶ **The People are Greater than the Game:** How A People Focused Mindset is Key to Resilience During Change
ERIKA CASUPANAN | KEYNOTE

Change is constant—and chaotic. Survivor winner Erika shares how she went from perfectionist to adaptable player in a game of ever-shifting rules. Hear her story of resilience and walk away with tools to embrace flexibility, lead with a people-first mindset, and champion your strengths through uncertainty and change.

▶ **Rise & Be Resilient by Design:** Building Strength & Adaptability with the Oxygen Mask Mindset
CALISSA NGOZI | KEYNOTE

Resilience isn't just about powering through. Discover how resilient women leaders protect their energy, set powerful boundaries, and thrive under pressure. Grounded in the Oxygen Mask Mindset™, this session offers practical tools to lead with clarity, confidence, and balance—so you can show up fully without burning out.

▶ **Leaders Play First:** Unlock Your Playful Intelligence for Business & Leadership Success
BRANDI HEATHER | PLENARY

Press PLAY on your fearless, creative self. In this energizing session, Brandi shows you how to tap into your Playful Intelligence™—your natural drive for curiosity, confidence, and spark. Learn to reset under pressure and recognize your team's playful strengths to lead change and unleash bold, brilliant ideas.

▶ **Fine is a 4 Letter Word:** How This Simple Word Keeps us from Rising to Our True Potential
DR. SHAHANA ALIBHAI | PLENARY

We often answer “good” or “fine” without thinking—but what are we really saying? In this engaging session, Dr. Shahana uses powerful stories to reveal how this tiny word can hold us back from authentic connection and strong leadership. It's time to rethink your default response and go deeper.

- ▶ **Assets Under Management: Unlocking Leadership and Growth Through the Power of Compound Interest**
ROBYN THOMPSON | PLENARY
Great leadership starts with what you already have. This session helps you identify and prioritize your key assets—time, energy, focus, and relationships. Using a proven matrix and interactive tools, you'll learn how small, consistent actions fuel exponential growth and walk away with strategies to amplify your leadership impact.

- ▶ **Beyond Work-Life Balance: How to Win at Work and in Life**
CAROL SCHULTE | WORKSHOP
Does work-life balance really exist? This bold, practical session helps you identify the root causes of stress, spot early warning signs, and apply realistic tools for mental well-being. Learn to set brave boundaries, communicate effectively, and reclaim your energy with clarity, confidence, and intention—at work and beyond.

- ▶ **Rooted Leadership: Exploring Your Leadership Style from the Inside Out**
SELENA WILLIER-SCHMIDT | WORKSHOP
Effective leadership is grounded in self-awareness. This interactive workshop invites you to explore your leadership values, styles, and identity through reflection and dialogue. Rooted in diverse models—including Indigenous and women's leadership—it highlights relationality, integrity, and authenticity. Gain clarity, connection, and inspiration to lead aligned with both personal and community values

- ▶ **Time is Your Most Precious Currency: Spend it Deliberately.**
ANNETTE JALBERT | WORKSHOP
Feeling overwhelmed by daily demands? This session offers practical time management tools to reduce stress and reclaim control. Learn to manage time-draining stress triggers and use small time pockets for big impact. Walk away with realistic strategies that bring clarity, calm, and focus to your personal and professional life.

- ▶ **The Worst Group Project Ever: Why Navigating Conflict is so Hard Even When You are an Expert**
AVIVA JONES | WORKSHOP
Even conflict experts struggle in personal conflict. This session teaches you how to stay present, understand how you show up in conflict versus how you wish to, and use simple strategies to remain engaged in the moment—no matter how challenging the situation.

► **Playfully Unfiltered:** Breakthrough Strategies for Fearless Networking & Collaboration
BRANDI HEATHER | WORKSHOP

Ever freeze when asked what you do? It's not your resume—it's your nervous system. In this fun, interactive session, you'll use Playful Intelligence™ to uncover what blocks clear, confident communication. Learn to share your value with ease, build trust, and make lasting impressions through grounded, playful connection

► **Money Moves:** Rise with Confidence in Your Financial Power
AMY IRVINE & MEGAN TROYER | WORKSHOP

Approach your finances with clarity, confidence and purpose. This workshop provides practical tools to strengthen your financial strategy, shift limiting beliefs, and make empowered decisions. Walk away with a fresh perspective, greater control, and the confidence to use money as a resource for growth, leadership, and achieving your goals.

► **Are You Ready to Be the One Who Does It Differently?**
JORDON LOCK | BLINK

Challenge how you think about success and strategy. In this bold Blink session, Jordon shares how memorable, intentional decisions—not just “right” ones—create real impact. You'll walk away inspired to own what sets you apart, lead with confidence, and stop playing it safe.



MEET OUR SPARK EMCEE

TRISHA MILTMORE | Speaker/Coach/Management Consultant
PASSIONIGNITER.CA

Sponsored by
trisha.
PASSION IGNITER™

A speaker, entrepreneur, and mom of four, Trisha brings humour, heart, and decades of experience to every stage. With contagious energy and insight, she empowers audiences to embrace leadership, life balance, and impact with joy and authenticity. As Emcee, Trisha energizes the room with wit and wisdom, and will be our guide through these next two powerful days of inspiration, connection, and transformation.



AGENDA | DAY ONE

WEDNESDAY, OCTOBER 8, 2025 | MORNING

Time & Location ▼	Activity ▼	Description/Session ▼	Sponsor ▼
7:30am-8:30am Main Ballroom Lobby	Registration Opens		
8:30am-9:00am Main Ballroom	Welcome	Opening Remarks	
9:00am-10:00am Main Ballroom	Keynote	 Find Your Brave: Next Level Strategies to Rise, Lead, and Succeed Speaker: Carol Schulte	
10:00am-10:30am Main Ballroom	Networking Break	Refresh & Recharge	
10:30am-11:30am Main Ballroom	Plenary	Assets Under Management: Unlocking Leadership and Growth Through the Power of Compound Interest Speaker: Robyn Thompson	
11:30am-12:45pm Main Ballroom	Workshop	 Time is Your Most Precious Currency: Spend it Deliberately. Speaker: Annette Jalbert	
11:30am-12:45pm Tim Room	Workshop	 The Worst Group Project Ever: Why Navigating Conflict is so Hard Even When You are an Expert Speaker: Aviva Jones	

CONCURRENT



AGENDA | DAY ONE

WEDNESDAY, OCTOBER 8, 2025 | AFTERNOON

Time & Location ▼	Activity ▼	Description/Session ▼	Sponsor ▼
12:45pm-1:45pm Main Ballroom	Lunch		
1:45pm-2:00pm Main Ballroom	Blink	 Are You Ready to Be the One Who Does It Differently? Speaker: Jordon Lock	
2:00pm-3:00pm Main Ballroom	Keynote	 The People are Greater than the Game: How A People Focused Mindset is Key to Resilience During Change Speaker: Erika Casupanan	
3:00pm-3:30pm Main Ballroom	Networking Break		
3:30pm-4:30pm Main Ballroom	Plenary	 Leaders Play First: Unlock Your Playful Intelligence for Business & Leadership Success Speaker: Brandi Heather	
4:30pm-4:45pm Main Ballroom	Wrap-Up	Day One Closing Remarks	



AGENDA | DAY TWO

THURSDAY, OCTOBER 9, 2025 | MORNING

Time & Location ▼	Activity ▼	Description/Session ▼	Sponsor ▼
8:45am-9:00am Main Ballroom	Opening Remarks		
9:00am-10:00am Main Ballroom	Plenary	 Fine is a 4 Letter Word: How This Simple Word Keeps us from Rising to Our True Potential Speaker: Dr. Shahana Alibhai	
10:00am-10:30am Main Ballroom	Networking Break	Refresh & Recharge	
CONCURRENT			
10:30am-11:45am Main Ballroom	Workshop	 Beyond Work-Life Balance: How to Win at Work and in Life Speaker: Carol Schulte	
10:30am-11:45am Tim Room	Workshop	 Playfully Unfiltered: Breakthrough Strategies for Fearless Networking & Collaboration Speaker: Brandi Heather	



AGENDA | DAY TWO

THURSDAY, OCTOBER 9, 2025 | AFTERNOON

Time & Location ▼	Activity ▼	Description/Session ▼	Sponsor ▼
-------------------	------------	-----------------------	-----------

11:45am-12:45pm
Main Ballroom

Lunch

12:45pm-2:00pm
Tim Room

Workshop



Money Moves:
Rise with Confidence
in Your Financial Power
Speakers: Amy Irvine &
Megan Troyer



12:45pm-2:00pm
Main Ballroom

Workshop



Rooted Leadership:
Exploring Your Leadership
Style from the Inside Out
Speaker: Selenia Willier-Schmidt



2:00pm-2:30pm
Main Ballroom

Networking
Break

Refresh & Recharge



2:30pm-3:30pm
Main Ballroom

Keynote

Rise & Be Resilient by Design:
Building Strength & Adaptability
with the Oxygen Mask Mindset
Speaker: Calissa Ngozi



3:30pm-4:00pm
Main Ballroom

Wrap-Up

Closing Remarks



AUDIO VISUAL PRODUCTION

Sponsored by

soundintown.com
WE MAKE IT HAPPEN IN FLA. & AROUND THE WORLD



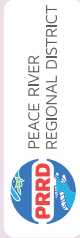
PRINTING & LANYARDS

Sponsored by



REGISTRATION SITE & PROCESSING FEES

Sponsored by



ROAMING & HEADSHOT PHOTOGRAPHER

Sponsored by



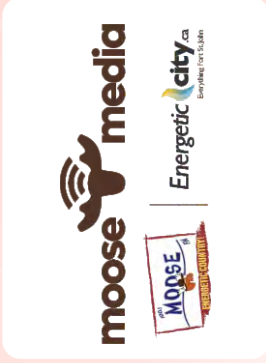
ANGEL REGISTRATIONS

Sponsored by

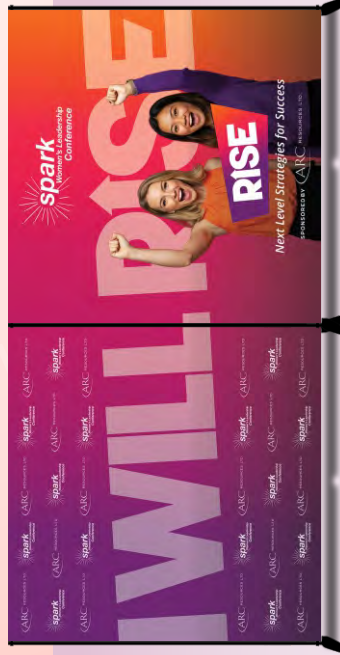
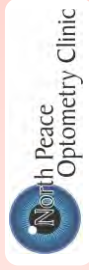


THANK YOU SPONSORS

PARTNER



GOLD



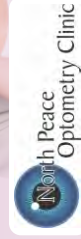
RED CARPET STEP & REPEAT

Sponsored by



WOW EXPERIENCE GIFT ITEM

Sponsored by



THANK YOU SPONSORS

SILVER



BRONZE



COMMUNITY



CONFERENCE BRANDING,
DIGITAL & WEBSITE DESIGN BY
indigodesigns.ca

