



W N O R T H



APRIL 10-12, 2019

NITA LAKE LODGE, WHISTLER, BC

Presented by



# WELCOME

I am thrilled to welcome you all to Whistler for our 5th Annual Conference at Nita Lake Lodge! WNORTH is a boutique conference focused on providing a forum for women who are aiming for, or already on, a senior executive leadership track. You are here because you (and your company) care about your leadership growth trajectory. We would like for you to get the most out of your experience here at WNORTH, please make a conscious effort to sit with new people, attend as many sessions as you can and also take some me time, go to the spa, yoga or enjoy a glass of wine with your fellow attendees.

In 2018, WNORTH grew from a single Conference to a global membership, with the launch of *The Members Club at WNORTH*. The Members' Club brings like-minded leaders together through online learning and exclusive events in each of our six Chapter cities: Vancouver, Toronto, New York, Seattle, San Francisco and London. I encourage you to read more about our membership on page 6 and 7.

## Our Mission

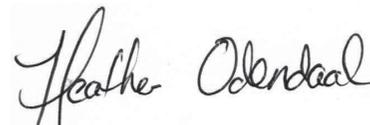
Develop more women to leading positions in business, and in doing so we will elevate the teams they work in, the families they lead and the communities in which they live.

## We Achieve This Through...

Curating content and personal development around our foundation pillars which aim to Accelerate Growth, promote Balance, establish Connections that Matter, and Inspire Change

Thank you for investing in yourself and joining us on this mission.

I look forward to connecting with you over the course of the next few days.



Heather Odendaal

Co-Founder & CEO, WNORTH

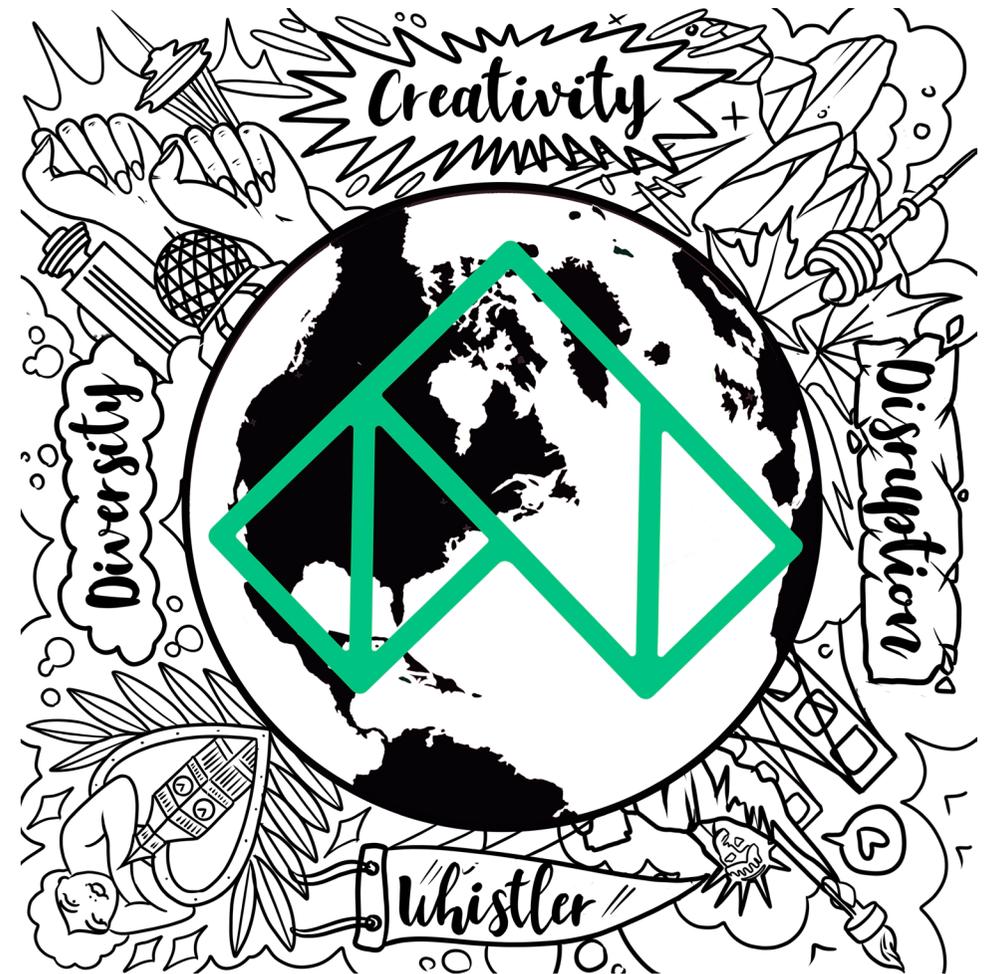


W N O R T H

“This year’s conference theme, Color Our World, will come to life as our speakers highlight why diversification, creativity and modernization (often through disruption) are paramount in the workplace in this day and age.”

Like to Doodle?

We encourage you to Colour your World, on the next page however you like!



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# MEET THE TEAM



**Heather Odendaal**  
Co-Founder & CEO



**Mike Odendaal**  
Co-Founder &  
Director of Finance



**Tarah Ferguson**  
Membership Consultant



**Ruth Barrow**  
Graphic & Web Design



**Carlee Cindric**  
Event Production Manager



**Hayley Ostridge**  
Event Coordinator



**Virginie Lamarche**  
Media & Marketing



**Alexis Kelly**  
Sponsorship &  
Gift Bag Coordinator



**Bronwen Hill**  
Guest Relations & Travel



**Jenn Di Spirito**  
Photography



**Jessika Noda**  
Manager, The Member's Club



**Miranda Lam**  
Programs & Partnerships

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# THE MEMBERS' CLUB

AT  **WNORTH**

The Members' Club connects you with other accomplished and driven female leaders in your community. Membership grants you access to exclusive experiences, digital forums, and an elite network of women. Members benefit from Preferred Member Rates to the Conferences, monthly online workshops, boutique-style Members' only events, intimate Connect dinners & mixers, and Leadership Masterminds lead by industry executives.

The Members' Club opens applications only a few times per year. Our next membership intake opens April 11, 2019. Join us and be a part of this exclusive group of women to take your career and network to the next level.

Membership is \$30.00USD/month, we also offer an annual membership for \$300.00USD, saving you \$60 per year.

*See you on the inside!*



To Apply, visit [wnorthconnect.com/membership](http://wnorthconnect.com/membership)



## what

job title, keywords, or company



## where

city or province



[Find jobs](#)

# 5 Ways to Build Your Executive Presence

Executive presence is a blend of several skills and qualities, including charisma, self-confidence, influence and others. These traits can take time and practice to develop—here are five ways to start building executive presence:

- 1. Find a mentor.** Identify a person who exemplifies executive presence and ask them to be your mentor. Be straightforward about the skills you're hoping to build. Ask them to provide honest feedback about how you carry yourself, speak, dress and perform other leadership skills.
- 2. Identify your strengths.** Every executive has unique experiences and strengths. Identify qualities that make you special as a leader and leverage them in your work. If you're unsure, ask a mentor or trusted colleague what strengths they see. Pay attention to reasons why you are complimented or recognized.
- 3. Work on areas for improvement.** Ask your colleagues and managers for feedback on where you can improve. Set goals around these areas that are Specific, Measurable, Achievable, Relevant and Time-bound (SMART). This will enable you to strategically hone your leadership skills.
- 4. Perfect your public speaking skills.** Speaking in front of large groups is a fundamental executive skill. Practice speaking often to gain confidence and speak in a calm, confident and engaging way. Seek out examples of great speakers online or consider asking your employer if they have resources to help you improve.
- 5. Practice confidence and self-esteem.** Understanding your value is essential to developing executive presence. Before any big moments at work, take deep breaths and remember the unique perspective you bring to the task at hand. Simple body language like placing both feet on the ground and pulling your shoulders back can help you project confidence even if you don't feel it yet.

As you're working on your executive presence, be patient and allow yourself to make mistakes. Developing this set of qualities is a process but is certainly attainable by setting calculated goals and practicing along the way. Indeed is your partner in reaching your professional goals. Share your story with us on Facebook or on Twitter at @Indeed.



# SCHEDULE

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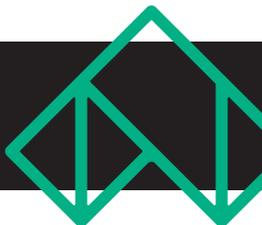
WED	5:00 – 7:30PM	Wellness Welcome Reception - Cure Lounge	
	6:30–7:00AM	Morning Exercise	
THURSDAY	7:00AM	Conference Registration / Breakfast at your leisure	
	8:30AM	Welcome: Heather Odendaal and Sabrina Fitzgerald	
	8:50AM	Opening Keynote: Worldview & Warriorship: Sacred Paths of Disruption - Teara Fraser	
	9:15AM	Talk: The Path to Success: Why Happiness & Curiosity Should Be Your North Star - Diane Melchionne	
	9:40AM	Talk: Find Meaning on the Run - Alison Desir	
	10:05AM	Q&A with morning speakers - Hosted by Miranda Lam	
	10:30AM	Networking Break	
	11:00AM	Workshop: Hiring for Diversity of Thought - Mona Sheth	
	11:00AM	Workshop: The Art of Negotiation for Women - Carrie Gallant	
	12:00PM	West Coast Networking Lunch	
	1:00PM	Opening Up with Dr. Chelsea Jackson Roberts	
	1:15PM	Talk: Eat and Exercise for your DNA - Creating a Personal Approach to Your Health - Dr. Lois Nahirney	
	1:40PM	Panel: Leading the Way in Disruption - Erin Millar, Barinder Rasode, Caryl Longden, Regina Noppe	
	2:30PM	Closing Remarks & Daily Wrap	
	2:45PM	Gelato Networking Break	
	4:00-5:00PM	Yoga Session: Turn Down to Tune In <i>*Registration required</i>	
5:00–6:00PM	The Members' Club at WNORTH - The Rainforest Suite <i>*Member-only Reception</i>		
6:30–9:00PM	WNORTH Connect Dinners <i>*Registration required</i>		
8:00–11:00PM	The Night Cap - Cure Lounge		

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FRIDAY	7:15–8:00AM	Morning Run with Alison Desir and Steph Corker	
	8:00–9:30AM	The Connected Breakfast - Aura Restaurant & Cure Lounge	
	9:30AM	Opening Keynote: The Blueprint for Systematic Change: Advocating for Mothers in the Workplace - Amy Nelson	
	9:55AM	Panel: Colouring Outside the Lines: Where Creativity and Leadership Intersect - Steph Corker, Celeste Burgoyne, Marni Johnson, Jean-Pierre LeBlanc	
	10:45AM	Networking Break	
	11:00AM	Workshop: No One Sees Your Skills: Leveraging Your Professional Presence for Success - Katherine Lazaruk	
	11:00AM	Workshop: You Are Not a Fraud: Overcoming Impostor Syndrome - Allison Kinnear	
	11:00AM	Workshop: Building Resiliency: Tools and strategies your team needs to champion the pace of change - Helen Wong	
	12:00PM	Networking Lunch	
	1:00PM	Your brain on LEGO®: Why you need more time to play - Jacqueline Lloyd Smith	
	1:30PM	Talk - Have it All? Redefining success to achieve what matters most - Jessica Macht	
1:55PM	Closing Keynote: Cultivating Deliberate Innovation in Organizations - Chitra Anand		
2:40PM	Conference Wrap-Up: Heather Odendaal		

*\*if you haven't already registered, please see our team at the registration desk.*

*A GLOBAL GATHERING  
OF WOMEN ON THE RISE.*



8:30 AM

OPENING REMARKS



Heather Odendaal, CEO & Co-Founder

Sabrina Fitzgerald, Managing Partner at PwC National Capital Region

8:50 AM

Presented by: 

OPENING KEYNOTE: WORLDVIEW & WARRIORSHIP:  
SACRED PATHS OF DISRUPTION

By shifting our worldview and liberating the warrior spirit - with deep love, a focus on relationships, and a land-based perspective we can find another way forward. If we can remember and access this wisdom, bravely step into it, practice with grace and mastery, and build a community, we can individually and collectively contribute to a more colourful world. We are all invited to step into our warriorship for ourselves, our communities, our land, and for future generations.



**Teara Fraser**

*CEO, Raven Institute*

Teara launched her aviation career as a commercial pilot. Becoming a pilot was transformational. As the visionary of the Raven Institute, she sees connected hearts, minds, and hands in a united and thriving nation. Teara holds a Master of Arts in Leadership degree from Royal Roads University, and she is a Certified Executive Coach. Teara is the first Indigenous woman to launch an airline in Canada – Iskwew Air and is a proud Métis bridge builder.

KEY TAKEAWAYS:

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THURSDAY





# 11:00 AM

## WORKSHOPS

### THE ART OF NEGOTIATION FOR WOMEN

If you would like to learn a few simple tips to enhance your negotiations, the business case for supporting your path to mastering negotiation, and why it is so important for women to gain a bigger slice of the pie, then come and attend this provocative and inspiring presentation.



#### Carrie Gallant

*Gallant Solutions, Negotiation Strategist*

Carrie Gallant, President of Gallant Solutions Inc., is a negotiation consultant and coach, who helps women and men get more of what they want, authentically and with integrity. Carrie's passion and expertise in helping women make a difference is based on ten years as a mediator and chief legal counsel with the Ontario Pay Equity Commission, and eighteen years collectively as a lawyer, mediator, coach and educator. Carrie is also an adjunct professor at UBC's Faculty of Law, where she has taught Mediation Advocacy, and Negotiation.

KEY TAKEAWAYS:

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Workshops followed by  
West Coast Networking Lunch

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# 1:00 PM

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## OPENING UP WITH DR. CHELSEA JACKSON ROBERTS



Harness the power within the moment by harnessing the power within your own breath. Join lululemon global yoga ambassador, Dr. Chelsea Jackson Roberts as she guides us in a collective meditation to ground deeper into our purpose and open our hearts to the day.

# 1:15 PM

## EAT AND EXERCISE YOUR DNA - CREATING A PERSONALIZED APPROACH TO YOUR HEALTH

Advances in DNA research and technology are starting to explode on the health scene, providing foundational information about our bodies that we have never before had. DNA testing can now provide personalized insight that allows us to make better decisions about our diet, fitness and health based on our unique genetic makeup. Learn how DNA testing is disrupting and enhancing the future of preventative health.



#### Dr. Lois Nahirney

*President and CEO, DNA Power Inc.*

Dr. Lois Nahirney is the president and CEO of dnaPower Inc. She is passionate about empowering people to make smarter diet, fitness and health decisions based on their unique genetic makeup. She has identical twins adopted from Vietnam (one transgender) which led to a fascination in DNA. She solved years of personal health problems by discovering a simple vitamin weakness in her genes and committed to bringing this knowledge to others.

KEY TAKEAWAYS:

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1:40 PM

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## PANEL: LEADING THE WAY IN DISRUPTION

Leading the way in disruption requires focus, preparation and clarity, applicable for industries new and old. It is a conversation about the vision required to push through simply managing commotions and distractions that often characterize businesses, and forging a path not commonly travelled to strive towards long-term relevancy and stability. This panel will feature leaders from some of the most disruptive industries right now; Cannabis, Blockchain and Tech moderated by Erin Millar, a trailblazing disruptor of Media.



### Barinder Rasode

*Co-Founder & CEO, Grow Tech Labs*

Barinder Rasode's advocacy for Canadian values is nationally renowned. Her leadership and innovation guide issues that impact the everyday life of Canadians. A strong believer in creating cohesion and synchronicity, Barinder leads by example in shaping objectives, narratives, and discourse. Based in Vancouver, Grow Tech Labs will reaffirm British Columbia's status as a global cannabis capital by attracting international sector leaders through the delivery of world-class programs that are rooted in innovation, entrepreneurship and mentorship.



### Caryl Longden

*Director of Operations, RightMesh*

Experienced Manager with many years of Project Management under her belt. With a demonstrated history of working in the internet industry. Professional skilled in Business Process, Requirements Analysis, Requirements Gathering, Agile Methodologies, and Business Process Improvement.



### Regina Noppe

*VP of Technology, Chamber of Commerce Brazil-Canada*

Regina is a Brazilian/Canadian with 20 years of experience at global companies. She is very active in both tech communities and is helping to foment relations between the two countries. She is involved in a series of initiatives that are making it possible for the Brazilian and Canadian tech ecosystems to become closer. She's the Vice-President of Chamber of Commerce Brazil-Canada Tech committee and the former President of Alumni Canada-Brazil, besides running her own company – DREAM2B, that bridges the Brazilian and Canadian tech ecosystems through an acceleration program focused on internationalization. Regina has invested and brought 35 startups to Canada, her portfolio includes Artificial Intelligence, Blockchain and VR companies.



MODERATOR

### Erin Millar

*Editor-in-chief, Discourse Media*

Erin is the Editor-in-chief, CEO and founder of Discourse Media, an award-winning digital media company that produces in-depth journalism with impact. She is a future-focused, curious, entrepreneurial journalist and digital media leader. Her reports have been translated into 20 languages and published in 34 countries. Reported from 15 countries in Europe, Southeast Asia and the Middle East.

KEY TAKEAWAYS:

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2:30 PM

## CLOSING REMARKS & DAILY WRAP UP

4:00 PM

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## YOGA SESSION: TURN DOWN TO TUNE IN: A YOGA + DEEP RELAXATION EXPERIENCE *\*Registration required*

Location: Loka Yoga Studio



Join lululemon global yoga ambassador, Dr. Chelsea Jackson Roberts for a guided yoga and meditation experience for beginners. This is a perfect way to unplug and dive deeply into relaxation in order to absorb the events during the conference.



9:55 AM

PANEL: COLOURING OUTSIDE OF THE LINES:  
WHERE CREATIVITY AND LEADERSHIP INTERSECT

Instead of “relishing risks” or “celebrating failures”, this panel will uncover the authentic humans who have actually taken risks and have stories of their successes and failures. Most importantly, we will learn about the most creative ways these leaders are living their lives - beyond the office, within the workplace and in managing people.



**Celeste Burgoyne**

*Executive Vice President, Lululemon*

Celeste Burgoyne is the Executive Vice President, Retail, Americas at lululemon athletica inc. She has been with lululemon since 2006 and most recently served as Senior Vice President, Retail, North America where she was responsible for overseeing all Canadian and U.S. Retail. Prior to that, she held the positions of Vice President of Store Operations and General Manager of U.S. Operations.



**Marni Johnson**

*SVP Human Resources, Blueshore Financial*

Marni is an experienced, driven executive with a long career in Human Resources, Corporate Affairs, and Marketing in the financial services, telecommunications and packaged goods industries. The majority of her career has been at BlueShore Financial where she’s collaborated with remarkable teams to develop a high-performing, award-winning culture and deliver exceptional organizational results.



**Jean-Pierre LeBlanc**

*Co-Founder. Saje Natural Wellness*

In 1992, Jean-Pierre LeBlanc co-founded Saje Natural Wellness with a mission to connect people to the healing power of plants. After suffering from chronic pain and Fibromyalgia, he developed a series of plant-based remedies that transformed his illness into vitality. Jean-Pierre is a champion for a new paradigm of business; layering philosophy, values, and core purpose into a culture that’s indistinguishable from brand. A passionate people developer, his intention is to inspire wellness with every person that he meets.



MODERATOR

**Steph Corker**

*Founder/People Consultant, The Corker Company*

Steph Corker is the founder of The Corker Co. She held senior management positions for over 10 years at two major North American retailers before starting her own management training and consulting company. She is a natural connector and knows the power of partnering a great employee and manager together – having placed new employees at lululemon athletica, Outdoor Voices, Saje Wellness, Stitch Fix, and Figs.

KEY TAKEAWAYS:

Series of horizontal lines for taking notes.



Followed by networking break.







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