



2019 IEA CONFERENCE

MAKE IT PERSONAL

EDMONTON, CANADA
AT CHATEAU LACOMBE

SEPT 11-13, 2019

PROGRAM
& AGENDA

PRESENTED BY





WELCOME FROM THE PRESIDENT

As the current President of The International Executives Association, and a fifteen year Member of the Edmonton Executives Association, it is my pleasure to welcome you to Edmonton, Alberta, Canada! Our conference will focus on Making it Personal, with an emphasis on all aspects of the busy executive's life – Self, Family, and Business. Our chapter and our city pride ourselves on our relational, community-minded spirit, and the 2019 IEA Conference will seek to share that mindset with the broader IEA community. Our conference will feature networking, learning, off-site experiences, and a range of opportunities to engage with and get to know your fellow participants. We look forward to hosting you and I cannot wait to personally connect with each and every one of you!

Tracy Rohl, President, IEA Board of Directors | Founding Partner and Director of Finance, Hudsons Canada's Pub
tracy.rohl@hudsonspub.com | 780.701.0190 ext. 225

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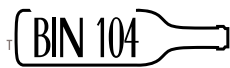
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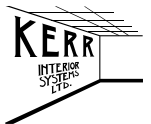
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À LA CARTE



AGENDA

WEDNESDAY SEPT 11

- 8:00AM - 4:00PM** | IEA Board Meeting
- 1:00PM - 3:00PM** | Business EXPO – *Located In The Hotel Lobby*
- 4:00PM** | Registration Opens
- 5:00PM - 6:00PM** | Ambassador Meet & Greet – *Located at La Ronde*
- 5:00PM - 6:00PM** | Executive Director Meet & Greet – *Located at La Ronde*
- 4:00PM - 7:00PM** | Welcome Cocktail Reception – *Located at Edmonton's Only Revolving Restaurant, La Ronde*
- 7:00PM** | Registration Closes

WINE PAIRING DINNER | **OPTIONAL** at La Ronde | 7:30pm *extra charges will apply

THURSDAY SEPT 12

- 7:30AM - 8:15AM** | Networking Breakfast (*Salons A & B*)
- 8:15AM - 9:00AM** | Welcome, Introductions & Opening Address
- 9:00AM - 10:00AM** | **Linda Seymour**, HSBC Executive Vice-President & Head of Commercial Banking, Fireside Chat with Linda (*Salons A & B*)
- 10:00AM - 10:15AM** | Mid-Morning Break
- 10:15AM - 11:45AM** | Round Table Sessions (*Salons A & B*)
Member Retention, Membership Growth, Best Practices, Connectable, Social Media
- 12:00PM - 1:00PM** | Lunch, Door Prizes & Announcement video of 2020 IEA Conference
- 1:15PM - 3:15PM** | Breakout Sessions – Choose 2 of 4 Sessions
Jeff Tetz – *Building an Accountability Culture (Strathcona Room)*
Chad Banman – *Building a Growth Driven Organization in a Volatile Economy (McDougall Room)*
Rick Tiedemann – *Leadership Wellbeing – A Risk Mitigation Strategy (Klondike Room)*
Lisa Jordan & Greg McPherson – *Association Track – Best Practices & Association Management (Salons A & B)*
- 3:30PM - 4:00PM** | Regional Elections & Meetings (*Salons A & B*)

EVENING SOCIAL AT WEST EDMONTON MALL visit wem.ca for more info

Enjoy an evening of networking in the largest shopping mall in North America. Social will be held at Hudsons Canada's Pub. Located on Bourbon Street. Appetizers will be provided, drinks & dinner are on your own | hudsonscanadapub.com

5:15PM | Meet in front lobby for transportation to West Edmonton Mall.

9:30PM | Transportation back to Chateau Lacombe Hotel

Shuttles will be operating every hour

FRIDAY SEPT 13

7:00AM - 8:30AM | Networking Breakfast (*Salons A & B*)

8:30AM - 8:50AM | Welcome, Introduction of IEA Board & Short Break

8:50AM - 9:50AM | **Keynote Speaker – Linda Edgecombe, CSP**

Holy Crap, I'm Busy! Energy and Resilience in Crazy Times (*Salons A & B*)

9:50AM - 10:15AM | Group Photo & Mid-Morning Break

10:15AM - 12:15PM | Breakout Sessions – choose 2 of 3 sessions

Bea Bohm-Meyer – *Make It Personal: Leadership Presence* (*Strathcona Room*)

Stacey Berger – *Business: Full Spectrum Success* (*McDougall Room*)

Barbara Reppert – *Family: Living by Design* (*Klondike Room*)

12:30PM-1:45PM | Lunch

2:00PM - 3:00PM | Presentation: **Graham Neil** from CTV - The Power of Yes (*Salons A & B*)

3:00PM - 3:15PM | Conference Closing Remarks

3:30PM | Announcement video of 2020 IEA Conference

3:30PM - 4:30PM | IEA Board Meeting (*River Valley Boardroom*)

EVENING SOCIAL GALA DINNER ON THE EDMONTON RIVER BOAT visit edmontonriverboat.ca for more info

Dinner & wine will be served upon the Edmonton Riverboat in the heart of Edmonton on the North Saskatchewan River, followed by live entertainment & a firework show.

5:00PM | Meet in front lobby for transportation to Edmonton Riverboat

6:00PM | Dinner is served

7:00PM | Sailing Time

9:30PM | Transportation back to Chateau Lacombe Hotel

SATURDAY SEPT 14

POST CONFERENCE ROCKY MOUNTAIN TOUR | OPTIONAL

We are offering a relaxing tour of Jasper & Banff. Please contact us for more details.

KEYNOTE SPEAKERS & PRESENTOR



LINDA EDGECOMBE HOLY CRAP I'M BUSY! ENERGY & RESILIENCE IN CRAZY TIMES

My Promise is simple: to deliver programs that Create Powerful Shifts, Inspired, Energized and Accountable Professionals who show up everyday ready to, as my mom used to say, "set the world on fire". Oh and I promise it will be a heck of a good time. Maybe the best laugh they will have had in a long time. I believe a laugh is worth more than a thousand words and it has the power to change the way people feel, think and take action!

"A Day without laughing is a day wasted!"

As an award winning Celebrity Humorist Speaker, Trainer and Consultant. For the past 25 years, Linda's footprint is seen and experienced around the world. Her mission is to get people Fired up and Ready to Shift or Get off the Pot!

The Top 60 Motivational Speakers in the World includes Linda Edgecombe.

Her non-BS approach is refreshing, engaging and relevant. Linda's latest book and Ted Talk. "Breaking Busy – Finding Peace in the Chaos" is a game changer for those who want to step off the treadmill. Change has never been this painless! She energizes every room as she leads people to loosen up, lighten the load and laugh. Linda has been featured in the Wall Street Journal as an expert in "Shifting Perspectives". Her messages are as welcome as a deep belly laugh and as profound as an honest look in the mirror.



LINDA SEYMOUR FIRESIDE CHAT WITH LINDA

Linda Seymour was appointed Executive Vice President and Country Head of Commercial Banking for HSBC Bank Canada, the country's leading international bank, in September 2011.

In her role as Country Head of Commercial Banking, Ms. Seymour has direct oversight for Commercial Banking in Canada, including Commercial Real Estate, Global Trade and Receivables Finance, and Leasing.

Ms. Seymour joined HSBC Bank Canada in 1988 as a graduate trainee, and has since held a number of progressively senior roles at the bank, including Chief Operating Officer, Retail Banking and Wealth Management and Senior Vice President, Ontario Region Commercial Banking prior to her current position.

Ms. Seymour serves as Executive sponsor for HSBC Bank Canada's Balance Network, which focusses on providing advice, guidance and support in the recruitment, development and engagement of a gender-balanced workforce.

Ms. Seymour holds a Bachelor of Commerce degree from Dalhousie University. She has also completed the High Impact Leadership programme towards earning the INSEAD Certificate in Global Management.



GRAHAM NEIL THE POWER OF YES

Graham Neil has a Bachelor of Journalism and is an international award-winning Senior Reporter at CTV Edmonton. A recipient of the prestigious Edward R. Murrow Journalism Award, he has over 25 years of television broadcast experience with reports featured on CTV National News and CNN.

Graham has interviewed Hollywood stars, Prime Ministers, top CEO's, leading edge entrepreneurs and innovative thinkers shaping the workplace future.

Combining business savvy with quick wit, he has lead numerous corporate and education workshops in HR, Education, Health Care, Hospitality, Tourism, Construction, Manufacturing, Oil & Gas and Transportation industries.

Graham's also MC'd an impressive list of galas, conferences and special events around the world.

BREAKOUT SESSION SPEAKERS



JEFF TETZ BUILDING AN ACCOUNTABILITY CULTURE

Jeff, Partner with Results - The Business Execution Experts, is passionate about helping people build great companies. He joined Results in 2011 to spearhead the Edmonton expansion and has since seen the Practice grow into a thriving consulting firm with offices in Calgary, Edmonton and Vancouver. He's part of a team of business execution specialists who help mid-sized companies unleash their potential through disciplined execution. He is also the founder Santa YEG, a charitable initiative that feeds and clothes the homeless community in Edmonton during the winter months.



BARBARA REPERT LIVING BY DESIGN

Barbara Reppert is a daughter, wife, mother of two, and an eternal optimist who wants to build a legacy of positively impacting the lives of others.

Over her career as a professional accountant and in various corporate executive roles, Barb credits her success to a combination of hard work, great opportunities, world-class training, and the all-important failures that shape who she is. As a certified coach, Barb is driven by an insatiable curiosity and passion for people. Her deeply held belief is that when leaders make the right choices for themselves, they have phenomenal potential to improve the lives of others.

According to Barb, no one is who they were yesterday, and they are not yet who they will be tomorrow, but every person can choose to be the best version of themselves today.



BEA BOHM-MEYER LEADERSHIP PRESENCE

Founder of BMG Inc., Bea, has dedicated 20 years supporting companies and organizations along their transformation journey. Bea is in her happy place when working with courageous local businesses that want to build game-changing cultures. Her love for culture design flourished when she led a nationwide transformation project for Canadian Blood Services early in her career. The realization of how deeply culture impacted each employee across the country is something she carries with her every day. She is the founder of the BMG Culture Assessment and CQ5 survey, which are two critical tools that help leaders understand culture alignment.

Facilitating: Working with companies all over Canada has made Bea a seasoned facilitator. She is known for creating high trust in groups to ensure planning sessions move in the right direction. She is also experienced in negotiating difficult conversations and complex group decision-making.

Keynote: As a seasoned storyteller, Bea believes every journey has a lesson to be learned. Her keynote storytelling provides an authentic and memorable experience of learning and thought leadership.

Community: As a proud Edmontonian, she is active in many local arenas including the following: a founding Mentor for the University of Alberta Venture Mentoring Services Program; a Speakers Committee member for Synergy; Chair of Winnifred Stewart Association Board; and a proud Big Sister with Big Brothers and Big Sisters. Her recognition as a leader in business includes being nominated for the Alberta Entrepreneur Award in 2015 and top 100 Women in Business 2014. Bea previously sat on the advisory committee for the University of Alberta Corporate and Governmental Affairs and the Advisory Committee for the University of Alberta Executive HR program.

Training: Bea is a certified leadership coach. She is trained by CTA in Colorado, USA (member of the International Coaching Federation). She holds a Bachelor of Arts special degree in International Political Science from the University of Alberta, Canada and is certified as a Patient Safety Executive by the Institute for Healthcare Improvement in Boston, MA, USA. Bea has participated in high profile leadership and client service delivery programs including The North American Customer Management and Leadership Forum and The Canadian Management Centre.

Bea is passionate about family, her two crazy dogs, loves to dance in the rain (really), and believes intentionally designed cultures grow strong businesses, and stronger communities.

BREAKOUT SESSION SPEAKERS



CHAD BANMAN BUILDING A GROWTH DRIVEN ORGANIZATION IN A VOLATILE ECONOMY

An expert in the field of sales management and sales development, Chad has been working in the professional field of sales for the past 18 years. As a dedicated lifelong learner with a Bachelor of Education degree, and a Sandler Training Rookie of the year, Chad appreciates the value of training and has firsthand experience with the success it can bring. His passion for taking talented people and giving them the skills, they need is evident in the interactive experience he brings to his events. Using Sandler Training he brings real life solutions to real life problems that all sales people and sales managers face on a daily basis.



STACEY BERGER FULL SPECTRUM SUCCESS

As a Professional Speaker, Teacher & Coach, Stacey Berger can help you live a life you love living. Stacey specializes in helping entrepreneurs and business leaders build their dreams, accelerate their results, and create richer more fulfilling lives.

For over 18 years Stacey has studied and implemented transformational success principles. She is a Certified Dream Builder Coach, Certified Life Mastery Consultant, has a Degree in Business Management and an Honours Business Marketing Diploma. She combines her years of experience in top corporate operations, marketing and multi-million dollar acquisitions with a deep, holistic understanding of success principles that create results.

Stacey's workshops and coaching programs help people breakthrough limitations and achieve greater results than they have known before.

Stacey is the creator of Mastery of Mind and the co-author of Mentoring Women Leaders II. She has spoken internationally to thousands of individuals and has appeared in numerous local, national and international publications and webcasts.

Stacey has consulted for some of the best and brightest minds on the planet today and has shared the stage with world-renowned speakers such as Dr. Michael Beckwith, Mary Morrissey and living legend Dr. Jean Houston. If you are looking to increase your clarity, amplify your confidence and achieve your next level of success, Stacey Berger's coaching programs can get you there.



RICK TIEDEMANN LEADERSHIP WELLBEING: A RISK MITIGATION STRATEGY

Rick will tell you that while he has been enthusiastically engaged in the corporate world for 35 years, he has only truly worked for the Tiedeman Corporation. The partnering with various organizations was, and is vital, as it is through these partnerships that the Tiedemann Corporation and its shareholders (Rick, his wife and their 3 kids) are able to thrive in a manner that they enjoy.

Rick spent over 30 yrs working in the multi-national pharmaceutical industry as a senior leader and executive within a wide variety of therapeutic areas. These therapeutic areas included, infectious disease, orthopedics, women's health, diabetes, neurosciences (which included mental health, epilepsy and multiple sclerosis), dermatology and allergy and immunology. His leadership responsibilities included partnering with colleagues to develop high performing business development teams, government relations and market access, compensation, personality profiling education and corporate strategy.

His professional passions have always included a combination of health and business interests. In 2012 he chose to pursue a new career path and left the pharmaceutical industry to open a new Copeman Healthcare center in Edmonton. Rick is a Senior Director with Copeman's and is a member of the national Medisys Health Group Executive team. His 35 years in the corporate marinade have helped to fuel his current passion which is to create a new narrative around Leadership Wellbeing and to get leaders to think about Leadership Health as a vital risk mitigation strategy vs a perk. His extensive experience in the neuroscience world led him to become passionate about the value of sleep and he now talks about the Sleep as the Ultimate High Performance Drug. He speaks/engages routinely with CEO Forums, EO Forums, Executive teams and other groups/organizations to help them to appreciate how they can become a Corporate Athlete and create the absolute best version of themselves.

His personal passions include waterskiing, making log beds and antler chandeliers, aquatic ecosystem stewardship, building homes and spending as much time as possible at the lake with friends and family.

KEYNOTE SPEAKER – LINDA SEYMOUR

HSBC EXECUTIVE PRESIDENT
& HEAD OF COMMERCIAL BANKING

SESSION TOPIC

FIRESIDE CHAT WITH LINDA

9AM – 10AM

Join us as we have an intimate Question and Answer session with the Executive Vice President and Head of Commercial Banking for HSBC Banking Canada, Linda Seymour. Linda will share her expertise in the banking world and the challenges and successes she has faced in her illustrious career. She will share insight into Global Market trends and what she is seeing in her role for Canada's leading international bank.

BREAKOUT SESSION SPEAKERS (CHOOSE 2 OF 4)

JEFF TETZ

BUILDING AN ACCOUNTABILITY CULTURE

In the weakest organizations, nobody is held accountable. In mediocre organizations, bosses hold their people accountable. In the most effective organizations, peers hold each other accountable.

Where a culture of accountability exists, great things happen:

- People are more responsible for their own work and they feel accountable to their teammates for results.
- Poor performers feel pressure to improve not just from their supervisor, but from their peers.
- Potential problems are quickly identified by critiquing one another's ideas and approaches.
- Respect among team members is enhanced because everyone is held to the same standard of performance.
- Excessive bureaucracy around performance management is avoided.
- Individuals and teams feel energized and mobilized to deliver outstanding results.

Building on the work of Pat Lencioni, John Spence and Roger Connors, this session will provide insight, tools and process for building and maintaining a culture of accountability in your organization.

CHAD BANMAN

BUILDING A GROWTH DRIVEN ORGANIZATION IN A VOLATILE ECONOMY

When times are good many businesses prosper as the economy floats all boats. It is in the difficult times that organizations discover that they need to build the skills and processes to support growth in the good times and the bad. This workshop will focus on the 4 pillars that all organizations require for sustainable growth. The first pillar covers the skills needed for growth. Many people have fallen into a sales development role without ever being provided with the training required to make them effective at their role. The second pillar revolves around finding the right person for the sales role that is required. Not all sales roles are created equal and it is critical to find the right fit. The third pillar involves having the right account management plans, behaviour plans, and compensation to drive the most effective behaviors. The fourth pillar is focused understanding who the best fit client is, where they are located and having a strategy in place to interact with them on a more regular basis. When all four pillars are strong growth can be predictable, however if any are lacking, long term growth can be stunted.

RICK TIEDMANN

LEADERSHIP WELLBEING- A RISK MITIGATION STRATEGY

Together we will review a simple high level health assessment and discuss how you can do periodic assessments on yourself. We will look at relevant health statistics that create context for a Leadership Wellbeing program. We discuss how health issues can impact on core business fundamentals like a shareholders agreement or the valuation of a company. We then discuss the 4 main business practices that create relevancy for a Leadership Wellbeing program and review possible structures for a Leadership Wellbeing program. And finally, we talk about "The Making of a Corporate Athlete" and a few of the behaviors that we need to adopt to perform at our best.

LISA JORDAN & GREG MCPHERSON

ASSOCIATION TRACK - BEST PRACTICES & ASSOCIATION MANAGEMENT

If you are an Executive Director, Administrator or a Board Member for your executives association, you are invited to attend this open discussion session to learn best practices from other Executives Associations. Participants will have an opportunity suggest topics where they can ask for advice, share a lesson learned or brag about a recent success.

This session will be facilitated by Lisa Jordan, Executive Director, Executives Association of Charlotte and Greg McPherson, Executive Director, Calgary Executives Association.

1:15PM – 3:15PM

DAY TWO: SEPTEMBER 13

KEYNOTE SPEAKER – LINDA EDGECOMBE

CSP
AWARD WINNING SPEAKER

SESSION TOPIC

HOLY CRAP I'M BUSY! ENERGY AND RESILIENCE IN CRAZY TIMES

9AM – 10AM

Looking for an energy boost? You've just found it! Join Linda for a hands-on, highly humorous ride that will re-focus, re-energize and re-invent how you see your life and your work. Linda will reveal her research and data collected from dozens of organizations on how Chaos and "Busy" has become the new norm and wound us into the most unproductive and basically unhappy demographic in the past 30 years. Her No BS and very humorous approach, stacked up with relevant and easy solutions will get your organization and teams, back on track with clear vision and tools to take back their work day and their personal lives again.

BREAKOUT SESSION SPEAKERS (CHOOSE 2 OF 3)

BARBARA REPERT *CMA, CPA*

LIVING BY DESIGN

Imagine living each day intentionally, exactly as you designed it. What would your business look like? How would you share your time and with whom? What adventures and excitement would you pursue? Further imagine your state of mind at the end of each day and the anticipation you would feel for the day ahead.

What if you didn't have to imagine? You can make the choice to have it all. You don't have to put everyone else first; you don't have to put your dreams on hold; you don't have to compromise, live on the brink of exhaustion, or feel like everyone is trying to get a piece of you, your time, and your energy.

In this experiential session, you will hit the pause button to reflect on your life. You will gain clarity on the many roles you play and how you can integrate instead of juggling them. You will achieve a deeper awareness of how you are living now and learn to choose what you want. You will leverage a new tool to support your aspirations and design the life you truly desire.

BEA BOHM-MEYER *BAsp, CPSO, CCTA*

LEADERSHIP PRESENCE

Let's talk about energy—The way Leaders create, convey, and manage their energy throughout the company can mean the difference between delivering high performance or missing the target entirely. How you show up is how relationships evolve, culture is designed, the tone is set and how purpose is infused. Energy is also how leaders receive feedback from both within and outside the company. It is the by-product of connection and intention. Whether at work, play, family, or community, energy is personal. This micro session will embark on some self-reflection and key learnings on how you show up in the world and the impact you have on the people around you.

STACEY BERGER *Professional Speaker & Certified Coach*

FULL SPECTRUM SUCCESS

Has your business success come at the expense of your relationships and/or health? Would you love greater time freedom while you continue to grow your business? You will leave this session knowing 3 tools that can help you achieve your goals and dreams. You will have greater clarity on what those dreams are and you will feel even more confident in the power that lives in you to achieve your goals and dreams. There is a pattern, a system, a way of doing things that creates the results you want. Once you consciously understand what this pattern is, you can apply it to any area of your life that you want to improve.

10:15AM – 12:15PM

THE POWER OF YES! PRESENTATION

GRAHAM NEIL

Power of Yes! is a corporate workshop that teaches you the creative techniques of improv and how to apply them to improve your business, work and life. Improv training is a proven skill-building resource with many positive applications. In fact, a recent Forbes article reports that more Fortune 500 companies are using improv to inspire creativity, communication and productivity in their workforce.

Each Power of Yes workshop focuses on researched business principles, and can be customized to meet your organization's needs.

Power of Yes! will enhance your staff's ability to work as a team in an effective manner and confidently communicate with clients and each other.

Supporting your personal and commercial banking needs in Canada and over 66 countries and territories.



HSBC Bank Canada is proud to support the 2019 International Executives Association Annual Leadership Conference.



Together we thrive



**FOR MORE INFORMATION VISIT IEAWEB.COM/ANNUAL-CONFERENCE OR
EMAIL US DIRECTLY AT DIRECTOR@IEAWEB.COM**