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**ONE CONFERENCE  
TWO FULL DAYS**  
TOP KEYNOTE SPEAKERS  
12 BREAKOUT SESSIONS  
AWARDS CEREMONY  
OVER 20 EXPERTS  
NETWORKING  
INSPIRATION  
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## Empowering Women in Business 2024 Full Schedule


Saturday, March 16

Timing	Event	Location
8:00 am - 8:30 am	Registration and Information	Market Square, Atrium
8:00 am - 8:30 am	Open Photobooth for Attendees	Market Square, Atrium
8:30 am - 8:50 am	Opening Ceremony	Market Square, Atrium

Presented by: **Julia Wright**, Host of Information Morning Saint John on CBC Radio 1. Award-winning writer, photographer, and broadcaster.

Guests of Honour: **Brenda Murphy**, Lieutenant Governor of New Brunswick | **Donna Reardon** Mayor of the City of Saint John.



8:50 am - 9:25 am	<b>Keynote Speaker #1</b> <b>Maayan Ziv</b> , CEO of AccessNow	Market Square, Atrium
	 <p>Recognized as one of the Top 100 Most Powerful Women in Canada, WXN and 35 Innovators Under 35 MIT, Maayan Ziv is an activist, a photographer and an entrepreneur based in Toronto. She is a passionate and relentless advocate for creating a more accessible world.</p> <p>In 2015, Maayan founded AccessNow, a crowdsourced app to map the accessibility status of locations worldwide. She has since been a regular media commentator in the media on topics such as disability and inclusion. A Public Policy Forum Award recipient, Maayan is building awareness about the importance of access for all.</p>	
9:25 am - 9:55 am	Networking of Diversity (NOD) Break (To explore the event booths, please refer to page 6.)	Market Square, Atrium
9:55 am - 10:30 am	<b>Keynote Speaker #2</b> <b>Shadwa Ramadan</b> , Manager of Women and Gender Initiatives at NBMC	Market Square, Atrium

Shadwa is passionate about decolonial ways of self-expression, marginalized people's rights, decentralizing power and implementing equity. Her reading passion formulated her educational journey in comparative politics and gender studies in Canada.

She aims to make a positive impact through her work with the New Brunswick Multicultural Council. With project IMvisible NB, Shadwa is focusing on building culturally integrative capacity, tools and resources for women impacted by domestic and/or intimate partner violence in New Brunswick.



# Empowering Women in Business 2024 Full Schedule

MARCH 16 & 23, MARKET SQUARE

10:30 am – 11:00 am	Networking of Diversity (NOD) Break (To explore the event booths, please refer to page 6.)	Market Square, Atrium
11:00 am – 12:00 pm	Breakout Sessions	<b>Overcoming Challenging Times: Economic Recession 2024</b> Market Square, Atrium <u>Facilitated by</u> <b>Nicole Paquet</b> , Senior Advisor, Leadership, Culture, and Strategic Change at The Connected Leader. <u>Guest speakers:</u> <b>Donna Reardon</b> , Mayor of the City of Saint John   <b>Shelley Rinehart</b> , MBA Director - Faculty of Business at UNB SJ   <b>Shannon Blanchard</b> , Director of Supply Chain Innovation at Port Saint John. <u>Panel:</u> Localized strategies, insights, and expert advice on bolstering resilience amidst economic downturns from the government, business, academia and community perspectives.
		<b>Build Your Symphony in Marketing and Branding</b> Market Square, Room 1 <u>Facilitated by</u> <b>Ogorchukwu Ugolo</b> , Young Ambassadors Leadership Initiative (YALI) Coordinator, PRUDE Inc. <u>Guest speakers:</u> <b>Eleanor Austin</b> , Marketing Specialist and Founder of Marketing Today   <b>Claudine Pohl</b> , CEO & Founder at Lemoneight, Trainer and Influencer   <b>Mahsa Joyce</b> , Associate Director at WTW. <u>Panel:</u> Learn strategic marketing techniques to amplify your presence and stand out in a crowded digital landscape with local experts.
		<b>Breaking Barriers: A Journey in Inclusive Leadership</b> Market Square, Room 2 <u>Facilitated by</u> <b>Rufina Ajalie</b> , HR Specialist and Co-Founder of the Black Business Professional Network and United Colors of Fashion (UCOF). <u>Guest speakers:</u> <b>Lorraine Peters</b> Founder at The Development Academy   <b>Shamim Nahid</b> , Founder of SN Interiors. <u>Panel:</u> Go beyond the theoretical aspects, weaving in the impactful narratives of individuals who have broken through barriers in their leadership journeys.
		Networking of Diversity (NOD) Break (To explore the event booths, please refer to page 6.)
12:30 pm – 1:30 pm	Lunch Break	Market Square, Atrium
1:30 pm – 2:30 pm	Breakout Sessions	<b>Pioneering Digital Transformation and AI in Business</b> Market Square, Room 1 Sponsored by <b>Spandrel Interactive Inc.</b> <u>Moderator:</u> <b>Rose Hastreiter</b> , CEO HumanaG Learning Solutions, FounderL3C Leadership, Global PD Facilitator, Time Innovator, Speaker, and Internationally Awarded Composer & Media Producer <u>Speakers:</u> <b>Dahlia Das</b> , IT Professional, Experienced Project Manager, Management Instructor   <b>Suruchi Tiwari</b> , IT, Digital Transformation, and Project Management Expert.   <b>Lea St John</b> , Digital Marketing Manager and Content Creator. <u>Panel:</u> Stay ahead of the curve with a session on leveraging technology and embracing digital transformation for business growth.

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1:30 pm – 2:30 pm	Breakout Sessions	<p><b>Key Strategies for entrepreneurs in the Saint John Region</b> Market Square, Atrium</p> <p>Sponsored by <b>Business Development Bank of Canada (BDC)</b></p> <p><u>Moderator:</u> <b>Sarah Prince</b>, Account Manager with Business Development Bank of Canada (BDC).</p> <p><u>Guest speakers:</u> <b>Gilliane Nadeau</b>, Owner at Uncorked Tours   <b>Kayla Johnson</b>, Founder Kayla &amp; Co.   <b>Jas Chohan</b>, JC Realty Owner, Licensed Realtor, &amp; Board Indo-Canadian Society</p> <p><u>Skill-sharing:</u> Explore the driving forces behind women entrepreneurs who have embraced empowerment, freedom, flexibility, and financial independence in their journey to start their own businesses. Let's create together a platform for shared insights, experiences, and lessons learned.</p> <p><b>Leading with Purpose: Navigating Leadership in the Non-Profit Landscape</b> Market Square, Room 2</p> <p><u>Moderator:</u> <b>Kathryn Melvin</b>, Project Manager, Saint John Local Immigration Partnership, City of Saint John.</p> <p><u>Guest speakers:</u> <b>Christine Eruokwu</b>, Founder, Kaima Designs; Co-Founder, United Colours of Fashion (UCOF); Manager, Newcomer Programs at PRUDE Inc.   <b>Maura McKinnon</b>, Executive Director at New Brunswick Multicultural Council.   <b>Brittany Merrifield</b>, Co-organizers-100 Women Who Care of Greater Saint John.</p> <p><u>Panel:</u> Explore the unique challenges and opportunities faced by leaders in the non-profit sector as we delve into purpose-driven strategies, effective management techniques, and inspiring success stories.</p>
2:30 pm – 3:00 pm	Networking of Diversity (NOD) Break	(To explore the event booths, please refer to page 6.) Market Square, Atrium
3:00 pm – 4:00 pm	Musical Performance by <b>Hilary Ladd</b>	Market Square, Atrium



**Hilary Ladd** is a versatile artist, known for her music, acting, writing, and teaching. She is the Executive Director at InterAction School of Performing Arts, the largest youth-based performing arts school in Atlantic Canada. Thanks to the support of ARSTNB, Music New Brunswick, and Canada Council, Hilary embarked on the Breastmilk + Tears project Pt.1 with an original script and 16 original songs produced by Erin Costelo; "Breastmilk + Tears Pt. 2" is set for release in 2024.

Presented by: **Sophia Etuhube**, Reporter & Editor at CBC New Brunswick

## Saturday, March 23

Timing	Event	Location
8:00 am – 8:30 am	Registration and Reception	Market Square, Atrium
8:00 am – 8:30 am	Open Photobooth for Attendees	Market Square, Atrium
8:30 am – 8:50 am	Opening & Welcoming Remarks	Market Square, Atrium

Presented by: **Heather Acker**, Co-Owner & Director of Business Development at ConnexionWorks.

Guests of Honour: **Hon. Sherry Wilson**, Minister responsible for Women's Equality & Minister responsible for Addictions and Mental Health Services at Legislative Assembly of New Brunswick | **Paula Radwan**, Ward 4 Councilor East Saint John.



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8:50 am - 9:25am	<b>Keynote Speaker #1</b>	Market Square, Atrium
	<p><b>Olaitan Onyebuoha</b>, President of BBPN &amp; Founder of The Seventh Laurel</p> <p>Olaitan Onyebuoha is an exemplary Nigerian Canadian professional, President of the Black Business and Professional Network, Regulated Canadian Immigration Consultant, and the founder of 7th Laurel Immigration Consulting. Honored with multiple awards and recognitions, including the Top 100 Black Women to watch 2023, 100 Accomplished Black Canadian Women Honoree, and the BBPA Rise-Up Winner, Olaitan remains a dedicated entrepreneur and community leader, passionately assisting others in achieving their dreams.</p>	
9:25 am – 9:55 am	Networking of Diversity (NOD) Break (To explore the event booths, please refer to page 6.)	Market Square, Atrium
9:55 am - 10:30 am	<b>Keynote Speaker #2</b>	Market Square, Atrium
<p>Founder of Marketing On Purpose, Hayley has been a pivotal force in shaping the branding strategies of over 150 small businesses. Her deep expertise in bringing authentic and brave business concepts to fruition empowers owners to pursue their dreams with confidence. As an acclaimed author and coach, her commitment to authenticity in business inspires others to remain true to their visions, navigating the unique challenges of entrepreneurship with integrity and passion.</p>	<p><b>Hayley Bohan</b>, CEO of Marketing on Purpose, Author, and Coach</p>	
10:30 am – 11:00 am	Networking of Diversity (NOD) Break (To explore the event booths, please refer to page 6.)	Market Square, Atrium
11:00 am – 12:00 pm	Breakout Sessions	<p><b>Mini-Workshop: Strategies to Female Excellence in Sales</b> Market Square, Room 1</p>
		<p><u>Moderator:</u> <b>Katharina Parsons</b>. Realtor EXIT Realty Specialists.</p> <p><u>Facilitated by:</u> <b>Natacha Dugas</b>, CEO &amp; Founder at RavingFan.io</p> <p><u>Skill-sharing:</u> Develop the skills and strategies for using cutting-edge tools and strategies to boost sales performance, covering topics such as AI and ML optimization, social media integration, and ongoing adaptation to market changes, offering practical insights for equipping sales teams for success in today's competitive landscape.</p> <p><b>Mini-Workshop: How to kickstart your social purpose vision</b> Market Square, Room 2</p> <p><u>Moderator:</u> <b>Karla Marticorena</b>, Community Coordinator at Human Development Council.</p> <p><u>Facilitated by:</u> <b>Bridget Oland</b> (CEO at Oland Purpose Works).</p> <p><u>Workshop:</u> With any business strategy, the best way to have measurable impact is to focus. In this 60-minute session Bridget will guide you through her process to hone your social and environmental aspirations into a social purpose vision - your social impact North Star.</p> <p>She'll introduce the steps to integrate this vision into your business, set measures and targets, and track your progress. And she'll share ideas to communicate your impact in honest and meaningful ways.</p>

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11:00 am – 12:00 pm	Breakout Sessions	<p><b>Navigating Opportunities for Women in Business in NB</b> Market Square, Atrium</p> <p><u>Moderator:</u> <b>Kateri Hibbert</b>, Executive Assistant at City of Saint John &amp; enrolled member of Sipekne'katik Mi'kmaq First Nation.</p> <p><u>Guest Speakers:</u> <b>Craig Wilkins</b> Director of Entrepreneurship and Business Growth at Envision Saint John   <b>Damilola Ajibade</b>, ONB Business Navigator, Founder of The Journey Amplified   <b>Heather Acker</b>, Co-Owner &amp; Director of Business Development at ConnexionWorks.</p> <p><u>Panel:</u> Discover tailored resources, funding avenues, and expert insights to empower and support women entrepreneurs. Don't miss this chance to navigate the financial landscape and propel your business forward.</p>
12:00 pm – 12:30 pm	Networking of Diversity (NOD) Break	(To explore the event booths, please refer to page 6.) Market Square, Atrium
12:30 pm – 1:30 pm	Lunch Break	Market Square, Atrium
1:30 pm – 2:30 pm	Breakout Sessions	<p><b>Mini-Workshop: Tips for Mastering Financial Literacy in Business</b> Market Square, Room 1</p> <p><u>Moderator:</u> <b>Jasmine Grimes</b>, Change Management, Project Delivery and Community Leader</p> <p><u>Facilitated by:</u> <b>Lauren Wiesel</b> CFP, Wealth Coach &amp; Founder of Wealthy Women Financial Planning.</p> <p><u>Skill Sharing:</u> Whether you're just starting or looking to enhance your financial prowess, this session is your key to mastering the financial aspects of your business journey. Don't miss out on this empowering opportunity to take control of your financial success!</p> <p><b>Women Driving Diversity and Inclusion in the Workplace</b> Market Square, Atrium</p> <p>Sponsored by <b>Saint John Newcomer Centre</b>.</p> <p><u>Moderator:</u> <b>Dahlia Das</b>, IT Professional, Project Manager, Management Instructor.</p> <p><u>Guest speakers:</u> <b>Katie Herrington</b>, Community Leader &amp; Board President at Chroma NB   <b>Tavia Han</b>, Pre-Employment Team Manager at Saint John Newcomer Centre   <b>Stacey Howe</b>, Creative Connections Artist   <b>Rachel Vander Vennen</b>, Executive Director at L'Arche Saint John.</p> <p><u>Panel:</u> Explore the importance of diversity and inclusion in the workplace and learn strategies to foster an inclusive environment.</p> <p><b>Female Leaders Defining the Arts and Culture Business</b> Market Square, Room 2</p> <p>Sponsored by <b>Imperial Theatre</b>.</p> <p><u>Moderator:</u> <b>Hilary Ladd</b>, Executive Director at InterAction School of Performing Arts.</p> <p><u>Guest speakers:</u> <b>Patricia Sanudo</b>, Local Artist   <b>Angela Campbell</b>, Executive Director at Imperial Theatre   <b>Elizabeth Cook</b>, President and Owner of Handworks Gallery.</p> <p><u>Panel:</u> Join us for an inspiring breakout session where we delve into the dynamic world of arts and culture business led by women. Explore firsthand accounts and strategies from female leaders who have carved their paths in the vibrant arts and culture industries.</p>

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2:30 pm – 3:00 pm	Networking of Diversity (NOD) Break (To explore the event booths, please refer to page 6.)	Market Square, Atrium
3:00 pm – 4:00 pm	The EWB2024 Women L.E.A.D. Awards	Market Square, Atrium



The Empowering Women in Business 2024 L.E.A.D. (Love, Empathy, Action and Diversity) celebrate the exceptional accomplishments within the realm of Female Entrepreneurs, Female Business Owners, and Women Leaders.

Presented by: **Jennifer Waldschütz**, Immigration Strategy Project Manager at City of Saint John. She manages the Succeed & Stay file implementing the Immigration Strategy including support of Ethnocultural Groups, and Welcome/Retention Events.

## AWARDS COMMITTEE



**Shelley Rinehart**

Professor of Marketing & MBA Director in the Faculty of Business at UNB SJ



**Eleanor Austin**

Marketing Specialist and Founder of Marketing Today



**Bernadette Fernandes**

CEO and Founder of The Varanda Network

## ADVISORY COMMITTEE



**Rufina Ajalie**

HR Manager at Crosby Foods | Co-Founder of Black Business Professional Network



**Heather Acker**

Co-Founder of Connexion Works | Community Leader



**Dahlia Das**

IT Professional, Experienced Project Manager, Management Instructor.



**Tania Valbuena**

Co-founder Dragonfly Events Planning Ltd.

## DON'T MISS OUT!

EWB2024 Booth: Photo opportunity with hashtag #EWB2024 for display on TechTap's screen.

Experience virtual reality at Spandrel Interactive's Booth.

Capture panoramic memories with PicPurrfect 360° Photobooth.

Share your EWB experience in real time in front of the cameras in the interview corner of ConnexionWorks.

Look for our Dragonfly Events team and volunteers wearing blue lanyards for assistance or questions.