



Your opportunity to collaborate with women entrepreneurs and corporate executives who mean business.

THURSDAY, MAY 20, 2021



Featured Keynote:

Michele Romanow

Serial Entrepreneur, Co-Founder of Clearbanc, and Dragon on Dragons' Den

CONFERENCE AGENDA

8:30 am	Pre-Event Networking
9:00 am	Summit Kickoff
9:15 am	Morning Keynote: The Power of Resilience <ul style="list-style-type: none">• <i>Presenter: Ashley Mielke, Founder and Director of The Grief and Trauma Healing Centre Inc.</i>
9:45 am	Break & Networking
10:00 am	Workshop 1: Marketing Your Business Using Social Media <ul style="list-style-type: none">• <i>Presenter: Travis Low, CEO and Partner at Blue Moose Media</i>
11:30 am	Lunch & Networking
12:00 pm	Workshop 2: Becoming Inclusive Leaders. <ul style="list-style-type: none">• <i>Presenter: Jacqueline Almeida, Owner of Alpha + Omega Strategies</i>
1:30 pm	Break & Networking
1:45 pm	Panel: Resiliency, Reaction, Recovery: Leading Through a Pandemic <ul style="list-style-type: none">• <i>Moderated by Valerie Sluth (Praxis Consulting) and featuring Angelica Fehr (Twisted Goods), Shaina Lynden (Ryde YXE Cycle Studios), and Jess Tetu (Just for You Day Spas)</i>
3:15 pm	Break & Networking
3:30 pm	Featured Keynote: Getting to Success: Embracing Change, Encouraging Disruption, and Incentivizing Innovation <ul style="list-style-type: none">• <i>Presenter: Michele Romanow, Co-Founder of ClearCo, and Dragon on CBC's Dragons' Den</i>
4:30 pm	Program Ends. Networking Open Until 5:00 pm



Featured Keynote

Michele Romanow

Dragon, CBC's Dragons' Den
Co-Founder and President, ClearCo

Getting to Success: Embracing Change, Encouraging Disruption, and Incentivizing Innovation

TIME: 3:30 - 4:30 PM

Tech titan Michele Romanow is a serial entrepreneur who started six companies before her 35th birthday. A “Dragon” on CBC’s hit show *Dragons’ Den*, Romanow is the Co-founder and President of Clearco. Clearco has invested more than \$2B into 4,600 companies making them the biggest ecommerce investor in the world. She previously co-founded SnapSaves, acquired by American tech giant Groupon, and Buytopia.ca, which acquired ten competitors, including Shop.ca and WagJag.

In 2015, Romanow became the youngest judge on CBC’s *Dragons’ Den*, and has been a ‘Dragon’ for the last six seasons. A prolific investor, she was recently named among *Fortune’s* 40 under 40, a Young Global Leader by the World Economic Forum, one of Canada’s Most Powerful Women, and Canada’s Angel Investor of the Year.

Romanow has created digital solutions for many of the world’s leading brands, including P&G, Netflix, Starbucks, and Cirque du Soleil. In the media, her work has been profiled in the *Wall Street Journal*, *Forbes*, *Fortune*, *TechCrunch*, and *The Globe and Mail*.

Romanow is a director for Vail Resorts, BBTv and Queen’s School of Business. Previously she was a director for Freshii, Whistler Blackcomb, SHAD International and League of Innovators. She also co-founded the Canadian Entrepreneurship Initiative non-profit with Sir Richard Branson.



Morning Keynote

Ashley Mielke

*Registered Psychologist
Founder & Executive Director, The Grief &
Trauma Healing Centre Inc.*

The Power of Resilience

TIME: 9:15 - 9:45 AM

Resilience is power in life's challenging circumstances and can be the difference that serves you in the most meaningful ways. Ashley Mielke knows it because she's lived it. She was raised by a single mother and grew up with an alcoholic father who eventually lost his battle to the disease. The experience of losing her father to suicide was life-changing, but ultimately, put her on the path to success and her calling in life. At just 26 years old, Ashley founded The Grief and Trauma Healing Centre Inc., a thriving group practice that has helped over 3000 people to date. How did she do it? By finding and experiencing resilience in life, business, love, and family. Ashley will take you on an engaging journey of her challenging life narrative and reveal, how resilience has the power to transform unthinkable pain into your greatest successes.

About Ashley

Ashley Mielke is a Registered Psychologist, Advanced Certified Grief Recovery Specialist, and Founder and Executive Director of The Grief and Trauma Healing Centre Inc. in Alberta, Canada. She is also the exclusive Canadian Certification Trainer for The Grief Recovery Institute and a sought-after international speaker and consultant.

Ashley has led workshops and training events for multi-million-dollar corporations, professional associations, non-profits, the City of Edmonton, the Government of Canada, Federal Penitentiaries, and numerous small businesses. Ashley is also a frequent media contributor and she has been featured in Huffington Post Canada, Canadian Living, and Canadian Funeral News. Ashley is currently obtaining her Doctor of Psychology degree (PsyD) through California Southern University.

Ashley found her passion early in life following a difficult childhood overshadowed by her father's substance abuse and eventual suicide. Surprisingly, Ashley came to discover that her darkest and most painful period of life, was in fact, the very catalyst that uncovered her "WHY" for being: to serve others and create a safe space to explore life's most challenging questions. Ashley is a heart-centred and purpose-driven leader who instils hope and healing through her story of resilience. Ashley's greatest empowerment comes when she is able to connect with others and help them find the resilience of hope that can empower them—the hope that can only be found in the midst of great challenges and journeys through grief.

Marketing Workshop

Top 5 Tips for Marketing Your Business Using Social Media

Presented by Travis Low, CEO and Partner at Blue Moose Media

TIME: 10:00 - 11:30 AM

It's never been more important to ensure your business is where your customers are... online. Social media and digital marketing provide cost-effective, highly targeted, measurable opportunities to engage your audience and promote your business. Let's talk about how you can:

- get in front of an audience that is online now more than ever
- plan and schedule great content
- achieve strong imagery and visuals
- write in a way that captures attention
- grow your audience to help meet your business objectives

Get out your notepad—you'll want to remember these tips!



ABOUT THE PRESENTER

Travis is the CEO and Partner at Blue Moose Media, a digital marketing and social media agency in Saskatoon. He leads business development, sales, organizational strategy, and is part of the team that facilitates training and consulting sessions with clients. The founder and Chair of the Lows in Motion Parkinsons "Shaker", which raised \$650,000 over 10 years, Travis learned first-hand the value of social media and digital marketing in building awareness, growing an audience, and compelling them to act.

Launched in 2016, Blue Moose Media focuses on helping Saskatchewan businesses build an engaging online presence that turns goals into results. Through training and consulting, clients learn the tools and strategies needed to thrive in the social and digital space. While the Blue Moose team loves to share their expertise, they are equally as passionate about empowering other businesses to do it for themselves.

Leadership Workshop

Becoming Inclusive Leaders

Presented by Jacqueline Almeida, Owner of Alpha + Omega Strategies

TIME: 12:00 - 1:30 PM

What does it mean to be inclusive? How does it affect my business reputation and/or success? Is it necessary to consider inclusivity when I'm either a solopreneur or a small business owner? This will be a conversation about becoming inclusive leaders in our business, with our clients, in our community. It's a dialogue of progress, growth, and evolution. There's always room for change, shifts, and adjustments. Would you like to join me in this positive-outlook conversation?

Outcome

- Self-introspective examination of leadership inclusive-openness
- Willingness to continue the conversation
- Broader understanding of the small steps that lead to inclusion
- Challenge towards intentional diversity and inclusion initiatives



ABOUT THE PRESENTER

Jacqueline Almeida is a dynamic leadership educator and coach in Saskatoon, SK. She is the owner of Alpha + Omega Strategies and works with entrepreneurs and organizations to develop and strengthen their leadership capacity, enhance employee engagement, lessen employee resistance to change, and create business clarity, focus, and alignment.

Panel Discussion

Resiliency, Reaction, Recovery: Leading Through a Pandemic

Moderated by Valerie Sluth, CEO of Praxis Consulting

TIME: 1:45 - 3:15 PM

This engaging panel discussion will dive into how three local Saskatchewan woman entrepreneurs stayed strong in the face of a worldwide pandemic, and were able to turn *challenges* into *opportunities*. Join us as we learn from their successes, their mistakes, and hear their plan to rebound and conquer.



Moderator:

VALERIE SLUTH
Praxis Consulting



ANGELICA FEHR
Twisted Goods



SHAINA LYNDEN
Ryde YXE Cycle Studios



JESS TETU
Serial Entrepreneur

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pwc

PwC Canada's purpose is to build trust in society and solve important problems. Our vision is to create leaders within our organization, at our clients, and within the community and to have those great leaders inspire those around them. We look to make a difference by staying informed and responding with agility to the ever-changing business conditions in which we operate - always looking to create a positive impact on our colleagues, clients and society. PwC Saskatoon is pleased to offer a variety of assurance, tax, and consulting services to the Saskatchewan market.

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MLT AIKINS

WESTERN CANADA'S LAW FIRM

MLT Aikins LLP is a full-service law firm of more than 250 lawyers with a deep commitment to Western Canada and an understanding of this market's unique legal and business landscapes.

Based out of six key centres across the four western provinces, MLT Aikins is the only law firm to have offices in Winnipeg, Regina, Saskatoon, Calgary, Edmonton and Vancouver. As one of the 15 Largest Law Firms in Canada (Lexpert, American Lawyer Media), we have the bench strength and geographic scope to meet the increasingly complex needs of clients – from the personal concerns of individuals to the highly sophisticated and comprehensive requirements of major business enterprises.

We view ourselves as partners in our clients' ventures, helping them succeed by bringing our experience and legal knowledge to bear on each assignment. We invest in understanding our clients' businesses, the issues they face and their goals – and we efficiently and effectively address the legal and regulatory challenges they face.

Women Entrepreneurs Week *in Saskatchewan*

SUNDAY, MAY 16 - SATURDAY, MAY 22

Celebrate with us!

*Share what you're doing for Women Entrepreneurs Week
with us by mentioning @wesk306 in your posts!*



@wesk306



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Summit