

# Business Program and Networking

EFC's Industry Conference - 'e-VOLVE' Commerce | Technology | Talent

## Opening Reception | Welcome to the Most Elevated Town in Canada!

**Tues., Sept. 1st, 5:30 – 7:00 pm**

Electro-Federation Canada welcomes all conference delegates and companions to Banff! Attendees will have the opportunity to connect with industry colleagues, learn the history of the town and meet new friends. Plus, a special surprise awaits you at this year's reception!

## NAED Research: 'Building a Connected Business for Your Customers'

**Wed., Sept. 2nd, 8:45 am – 9:30 am**

**Opening Keynote Speaker:** Mark Simoncelli, Senior Vice President – Americas Consulting, Frost & Sullivan

Building a connected business is more than optimizing current practices, it's transforming to meet shifting customer expectations, new business models, and emerging market trends. Digitization, and all that it encompasses is at the center of leveraging growth and creating solutions. Based on the latest NAED research project Building a Connected Business, Mark Simoncelli, Global VP, Growth Implementation Solutions at Frost & Sullivan, will highlight how the electrical distribution industry can enable change, integrate technology, and facilitate strategies to drive growth and better serve customers.

## 'Talent in an Emerging Workforce' EFC Research | Presented by Swati Patel and Tresa C. Cambridge

**Wed., Sept. 2nd, 10am – 10:45 am**

Swati Patel, VP, Marketing & Channel Development, EFC

'Talent Availability' was ranked by EFC members as the top game changer affecting their organization. To address this topic, EFC is developing a research study, in partnership with PwC, to explore talent requirements for an emerging workforce within the Canadian electrical industry. This study will examine how shifts in the electrical industry (new technologies, changing demographics, etc.) are impacting general talent availability needs – and what organization development strategies you will need to deploy to build a stronger workforce of the future.

Tresa Cambridge, PwC, Consultant, People & Organization

Member of PwC's People & Organization Consulting practice with 10+ years' experience in major business transformation projects across multiple industries. Tresa has managed a diverse client portfolio within Canada and internationally to offer advisory services focused on the integration of strategy, people, process and technology opportunities to deliver results for her clients in the Talent space. She has full cycle project management skills with experience in both unionized and non-unionized environments and holds an Agile Scrum Master certification.



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## 'Navigating Digital Transformation'

**Wed., Sept. 2nd, 10:45 am – 12:00 pm**

Speaker, Andrew Au, Digital Transformation, AI and Modern Leadership Expert

When companies like Microsoft, FedEx, and 3M want to accelerate their digital transformation journey, they call Andrew Au. Digital technology has set a new equilibrium for organizations — from how they engage their customers to how they motivate their employees to how they innovate their products and services. Referred to by Forbes as a “millennial expert”, Andrew Au is a modern business leader who helps global blue-chip brands respond to the new culture and nature of work.

## Walk-around Luncheon: Flavours of the West

**Wed., Sept. 2nd, 12:00 pm – 1:00 pm**

The survey says...this walk-around luncheon is one of the most valuable networking opportunities for conference attendees. All registered conference delegates and companions are invited to this luncheon.

## Chairman's Gala Reception & Awards Dinner

**Wed., Sept. 2nd, 6:30 pm – Chair's Reception | 7:30 pm – 'Luxury Railroad' Awards Dinner**

Step back in time, as we re-imagine the roaring 20's and the railroads that served Canadians as a mode of luxury transportation. This evening will feature special comedic entertainment by Steve Patterson, host of the debaters, as well as a dinner and award presentations in honour of those who have made remarkable contributions to our industry. All conference delegates and companions are welcome to attend this awards banquet. Gala table reservations will begin in April. \*Semi-formal Attire

## Steve Patterson, Host of CBC's The Debaters | Award-Winning Comedian

Familiar to hundreds of thousands of Canadians as the host of CBC Radio One's hit show The Debaters, Steve Patterson's material combines razor sharp wit and meticulously crafted, up-to-the-moment social commentary, with a measure of musicality thrown in where appropriate. His work has received considerable praise over the years, but none more poignant than at a Just For Laughs Festival gala when he shared the stage with comedy icon Steve Martin who proclaimed of Patterson, “If I'd known he was going to be THAT good, I would have cancelled him.”

For additional information, visit  
**[electrofed.com/evolve2020/](http://electrofed.com/evolve2020/)**

**'Diversity, the Path to Leadership'**  
**Thurs., Sept. 3rd, 8:30 am – 9:45 am**

Speaker, Hadiya Roderique, Diversity and Inclusion Advocate, Journalist and Lawyer

As a young, black woman working as a lawyer on Bay Street, Hadiya Roderique delivered a wake-up call to corporate Canada in the form of her Globe and Mail feature essay, "Black on Bay Street." Shared more than 13,000 times on Facebook, with the accompanying video watched more than 250,000 times, Hadiya's think piece sparked discussion in boardrooms across Canada. In her thought-provoking talks, she discusses barriers and challenges to diversity and inclusion, and counters those common arguments to show the power behind a diverse and inclusive workplace.

**'The Future of Canada/US Relations'**  
**Thurs., Sept. 3rd, 10:00 am – 11:00 am**

Closing keynote speaker: Hon. Preston Manning

Political Activist and Commentator ~ Preston Manning tirelessly championed the cause of democratic and political reform throughout his impressive career as one of Canada's great political visionaries. His presentations provide an inspirational and substantive discussion of both current issues and future challenges, all imbued with a surprising dose of humor that you might not expect from a politician. A reformer at heart, Mr. Manning is right at home challenging the status quo and conventional thinking.

**Conference Closing and Chairmanship Exchange**  
**Thurs., Sept. 3rd, 11:00 am – 11:15 am**

An exchange of the gavel will take place immediately following the closing keynote presentation. This will officially conclude Pierre Legare's (Leviton Lighting) term as 2019/20 National Advisory Council chairmanship—and formally inaugurating the 2020/21 NAC Chair, Steve Branscombe, Independent Electric Supply. Attend this chairmanship exchange to learn what new initiatives and strategies the Executive Team have planned for the coming year.

**Grab-and-Go Luncheon**  
**Thurs., Sept. 3rd, 11:15 am – 12:15 pm**

Treat yourself to a healthy grab-and-go lunch, so you can promptly get on with your afternoon plans. Attendees can enjoy their lunch together in the ballroom, take it with them to their B2B meetings, or take it outdoors to the Fairmont Banff terrace to get some fresh air and enjoy the scenery.



**Optional CEMRA Dinner: 'A night atop Sulphur Mountain'**  
**Thurs., Sept. 3rd, 6:30 pm – 11:30 pm**

**Pre-registration is Required Cost: \$ 185 per person**

All delegates and companions are welcome to join CEMRA for a memorable networking event atop Sulphur Mountain. The reception will be held amidst a 360-degree scenic view of the majestic mountain, followed by a buffet dinner and dancing to live music. This is a great opportunity to 'let loose' and spend a fun-filled evening with industry peers and colleagues in a casual setting. You may also want to venture out before dinner to the UNESCO weather station tower, which is only a 45-minute roundtrip wooden platform hike.

**Book early, as CEMRA-hosted events sell out fast!** Attire for this event is casual, with a light jacket and soft sole shoes as there may still be snow atop Sulphur Mountain.

**Note:** This event is not included with your conference registration - tickets are available for purchase through the conference registration link.  
**Questions?** Contact **Nathalie Lajoie** at [nlajoie@electrofed.com](mailto:nlajoie@electrofed.com)

**Head Office Meetings**  
**Wednesday, September 2nd, 1 pm – 6:00 pm**  
**Thursday, September 3rd, 11:30 am – 6:00 pm**

**Electro-Lounge, B2B Meetings**  
**Wednesday, September 2nd, 1 pm – 6:00 pm**  
**Thursday, September 3rd, 11:30 am – 6:00 pm**

**EFC Conference Golf Tournament**  
**Tuesday, September 1st, 2020 | 8:30 am – 2:30 pm**



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Lead Conference Sponsor:

