

Event Planning Committee Members

This year's event planning was completed by the following people:

Lindsay Bedard	Event Coordinator
Anne Gent	WIM/WiN Co-Chair (Nuclear)
Nancy Komperdo	WIM/WiN Co-Chair (Mining)
Sarah Kolla-Empey	Treasurer
Lois Miller	Speaker Coordinator
Donna Beneteau	Communications
Karen Turner	Turner Event Management

Learn About Our Upcoming Events

<http://groupspaces.com/WIMWiN-Saskatchewan/>



**Thank you for networking
with us!**



**Radisson Hotel
Saskatoon, Saskatchewan
Thursday, October 23, 2014**

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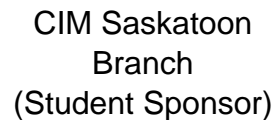
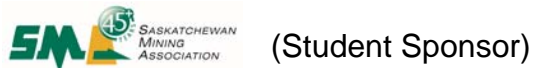
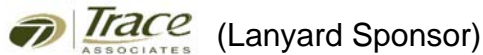
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Keynote Speaker – Betty-Ann Heggie

Storytelling- The Secret Language of Leadership

You need a signature story to make your mark as a leader. Stories connect events and create meaning; they also connect people to each other. The single most powerful tool in a leader's arsenal, stories carry the vision for an organization. They shape how others see you and can move people to action. The good use of stories will help you manage yourself, your career and provide valuable skills to support your company's goals. In this keynote address Betty-Ann Heggie, who for more than 26 years told the PotashCorp story, will share the elements of a good story as well as her delivery secrets.

Biography

Betty-Ann Heggie was a Senior Vice-President with PotashCorp who retired in 2007 and now serves as a corporate director, advocate for women, professional speaker and blogger for Huffington Post. During her tenure with PotashCorp, Ms. Heggie was responsible for all areas that affected the company's reputation, especially relations with shareholders and key stakeholders. She advised the board on corporate governance issues and initiated the corporate sustainability program. In the course of that career she was named the top investor relations person in Canada twice: once by her clients and once by her peers.



In 2006, Ms. Heggie was selected as one of Canada's Top 100 Most Powerful Women by the Women's Executive Network and was subsequently inducted into their Hall of Fame. Betty-Ann has used her retirement to spearhead the Betty Ann Heggie Womensorship Foundation, including a groundbreaking mentorship program for women at her alma mater, the University of Saskatchewan, and more recently a Canadian mentorship program for the women of Afghanistan. Ms. Heggie is a graduate of the University of Saskatchewan and she also completed the Senior Executive Program at the Columbia Business School in New York. She and her husband, Wade, have two spirited and independent adult daughters.

<http://bettyannheggie.com>

Panel Discussion

Topic: Our Mining Image

“Many people’s image of mining involves practices of half a century ago and methods long abandoned by mining companies. But the realities of modern mining paint a very different picture. Today, a career in mining is a safe and lucrative choice. Canadian miners are trained to be skilled men and women, some of whom specialize in computers, robotics, satellite imaging and other technologies. Opportunities span the entire mining sequence: exploration, development, operations and closure/reclamation. Mining offers its workers challenge, adventure, good pay and a great opportunity!”

<http://www.mihr.ca/en/resourcesGeneral/ResourceGuide.pdf>

(Page 3), Last accessed September 14, 2014

Panelists:

Pam Schwann	SMA
Anne Gent	Cameco
Nancy Komperdo	BHP
Meghan Harris	EY

Panel Moderator



Lois Miller, Director, Strategy & Business Development, Trace Associates

Lois has been an active member of the “Mine Your Potential” planning committee and helped launch the inaugural event in 2013. At Trace Associates Inc., Lois is responsible for developing and executing strategy and leading business development, particularly in the mining industry. As a passionate advocate for mentorship, she has mentored women and men over the past two decades

both informally and formally, specifically Womentorship with the Edwards School of Business. She believes we all do better individually as we work together to help build healthy and prosperous communities. In addition to her mentoring, Lois is also a Board member of the Saskatchewan Environmental Industry and Managers Association.

Schedule of the Day

8:00 am - 8:30 am	Registration Continental Breakfast from Connections Cafe
8:30 am - 8:45 am	Welcome – Lindsay Bedard Opening Remarks - Anne Gent and Nancy Komperdo (<i>Michelangelo Room</i>)
8:45 am - 9:45 am	Networking Session - Maryann Deutscher (<i>Michelangelo Room</i>)
9:45 am - 10:00 am	Refreshment Break from Connections Café
10:00 am - 11:30 am	Breakout Session #1 Know Yourself - Rachele Brockman (<i>Venice Room</i>) Optimize Yourself - Laurie-ann Sheldrick (<i>Naples Room</i>) Brand Yourself - Jeph Maystruck (<i>Florence Room</i>)
11:30 am - 12:30 pm	Lunch Sponsored by Areva (<i>Michelangelo Room</i>)
12:30 pm - 1:30 pm	Panel discussion with representatives from BHP, EY, Cameco, and SMA Moderator – Lois Miller (<i>Michelangelo Room</i>)
1:30 pm - 3:00 pm	Breakout Session #2 Know Yourself - Rachele Brockman (<i>Venice Room</i>) Optimize Yourself - Laurie-ann Sheldrick (<i>Naples Room</i>) Brand Yourself - Jeph Maystruck (<i>Florence Room</i>)
3:00 pm - 3:15 pm	Refreshment Break from Connections Cafe
3:15 pm - 4:15 pm	Keynote Speaker - Betty-Ann Heggie (<i>Michelangelo Room</i>)
4:15 pm - 6:00 pm	KPMG Cocktail Networking Reception

Women in Mining and Women in Nuclear Saskatchewan are pleased to welcome you to our second annual "Mine Your Potential".



Our Mission

WIM/WiN Saskatchewan supports the mission of WIM Canada and WiN Canada. WIM/WiN Saskatchewan aims to provide opportunities for members for personal and professional development. WIM/WiN Saskatchewan aims to maintain a dialogue with the public to promote factual awareness about the contribution to people and society from minerals, mining, nuclear and radiation technologies. WIM/WiN Saskatchewan aims to contribute to knowledge and experience exchange among members and chapters of the parent organizations. WIM/WiN Saskatchewan promotes career interest in engineering, science, technology, the trades and other related professions, especially among women and young people.

Networking Session Leader



**Maryann Deutscher, CHRP, Manager,
Employee Services, K+S Potash Canada**

Maryann will be helping us to get to know each other, challenging us to be active networkers. Maryann has been in the human resources field for more than 30 years having worked at senior roles with Concentra Financial, Bioriginal Food & Science, PotashCorp and currently with K+S Potash. She is a certified Human Resource Professional. As well, she holds a Business Administration Certificate and Adult Education Teaching Certificate from the University of Saskatchewan and numerous related HR training accreditations. She is active in various mentoring roles with Leadership Saskatoon and Edwards School of Business. In addition, she is a strong promoter of an active lifestyle leading a women's triathlon training program.

Breakout Session Leaders



Know Yourself: Rachelle Brockman

(<http://eurekaexperience.ca>)

Authentic leaders move us. They know how to work through emotion and self-understanding. They understand the perspectives of others. They effectively communicate, conflict and connect by developing and maximizing diversity. Knowing our authentic selves helps us identify and articulate our unique value proposition and leverage it across platforms with a consistent message and image. This enhances our recognition as experts in our fields, establishes reputation and credibility and builds efficiency, trust and self-confidence. During this 'Eureka Experience' which will include referencing Myers-Briggs, we will explore knowing and expressing your authentic self with skill and confidence.



Optimize Yourself: Laurie-ann Sheldrick

(<http://contagiouslypositive.ca>)

The goal of this seminar is to present principles that we can apply to optimize our lives, both professionally and personally. This session is about guiding us to see where we are right now and where we want to be. Laurie-ann will take us through an interactive presentation that will provide tools to be successful in all areas of our lives while maintaining work-life balance. Topics include designing your vision, knowing your why, converting visions into goals, and overcoming obstacles.



Brand Yourself: Jeph Maystruck

(<http://jephmaystruck.com>)

During this session, we will learn about the idea of personal branding. Jeph has an utter disregard for the status quo, gives out lottery tickets regularly, and works in Regina with a company called Strategy Lab. Jeph has had the pleasure of working with the Regina Police Service, Capital Ford Lincoln, SGI, and teaches marketing at SIAST. Other than marketing, his real passion is coaching volleyball. He resides on the University of Regina alumni board, the Regina Volleyball Club board, and has inspiringly funny business cards.