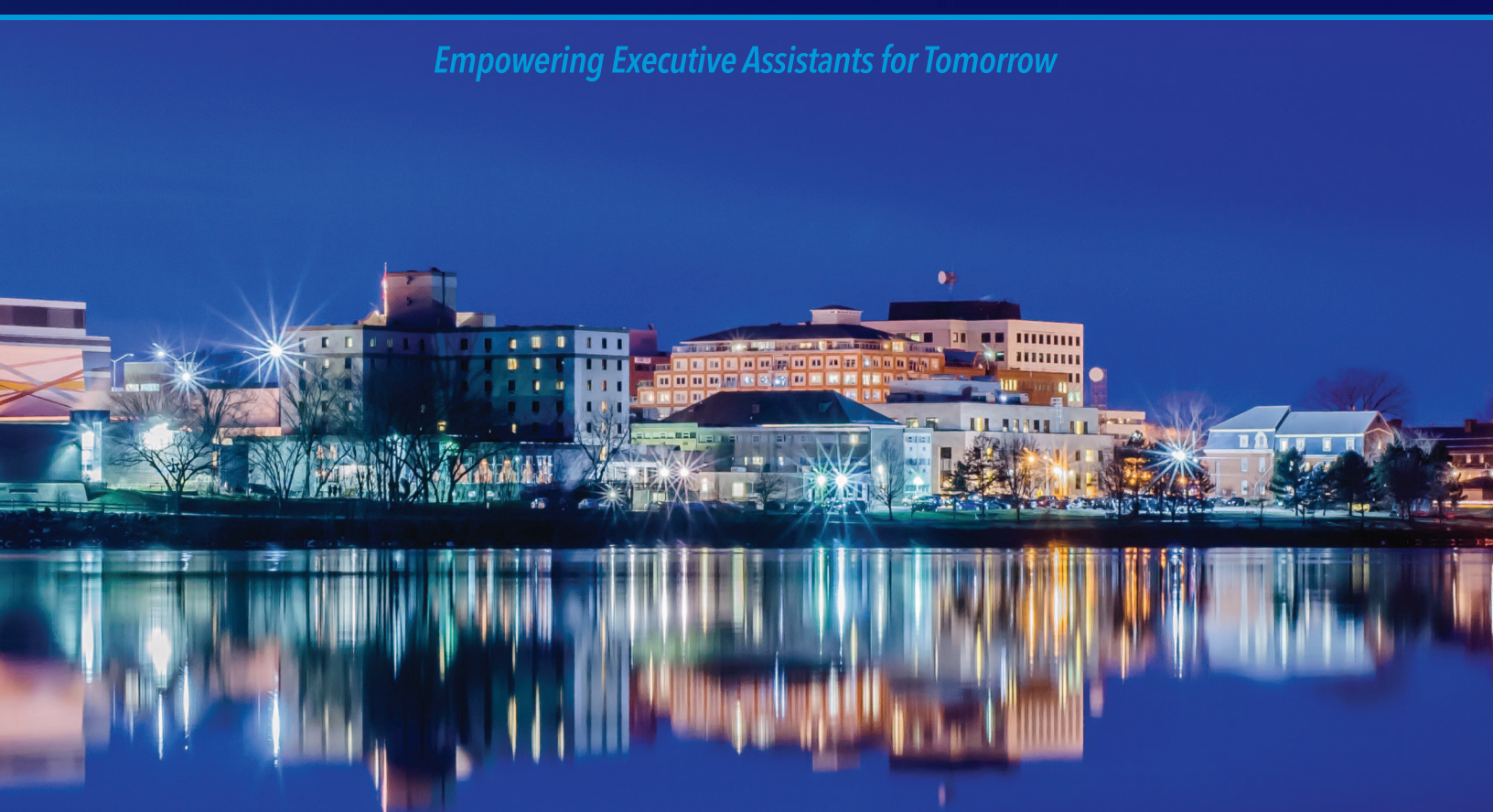




# CAMA CONFERENCE FOR EXECUTIVE ASSISTANTS IN LOCAL GOVERNMENT

*Empowering Executive Assistants for Tomorrow*



November 3-5, 2024 | Fredericton, New Brunswick

# ACKNOWLEDGING OUR CONFERENCE PARTNERS

The Canadian Association of Municipal Administrators proudly recognizes our Conference Partners.

Special gratitude is extended to the [City of Fredericton](#), honored as the proud home of the CAMA National Office, for their steadfast commitment to CAMA and the broader Executive Assistant profession. Their ongoing dedication and gold level partnership are instrumental in fostering excellence and innovation, enriching the landscape of administration across the nation.

We are equally thrilled to welcome [Government Frameworks](#) as our esteemed Silver Partner. Their enthusiasm to share expertise in one of our plenary sessions promises to elevate your Conference experience, offering invaluable insights and perspectives that enrich our collective knowledge and practice.

Together, we are all shaping a brighter future for administration and governance.

# *Fredericton*



Government  
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# GENERAL CONFERENCE INFORMATION

CAMA's first National Conference for Executive Assistants in Local Government will be held from November 3-5, 2024 in Fredericton, New Brunswick.

The target audience for this event is Executive Assistants working in local government in Canada, which may include Administrative Assistants, Legislative Coordinators, Office Coordinators, Clerks/Treasurers, and any front line or clerical staff that assist our members.

This event will provide a networking and professional development forum for Executive Assistants to connect, collaborate, share their success, and learn about the latest trends with their peers.

## About the Conference

The Conference will take place at the Fredericton Convention Centre, conveniently situated just a 15-minute drive from the Fredericton International Airport.

Registration will be open from 4:00 p.m. to 8:00 p.m. on Sunday, November 3, 2024, followed by the grand kick-off event—the Welcome Reception starting at 7:00 p.m. Monday, November 4, 2024 promises a day packed with valuable professional development sessions and numerous networking opportunities, concluding with a lively Maritime

Kitchen Party in the evening. The Conference will wrap up at 4:00 p.m. on Tuesday, November 5, 2024, featuring an impactful Closing Keynote address.

Your length of stay will be determined by your flight schedule, necessitating accommodations for three to four nights, with arrival options on Saturday or Sunday and departure options on Tuesday evening or Wednesday.



## Why Attend?

Join us for CAMA's Inaugural Conference for Executive Assistants in Local Government, where we're setting the stage for an extraordinary experience that goes beyond the ordinary Conference format. Here's why you absolutely need to be there:

- **Professional Development Galore:** Regardless of your experience level, our event offers tailored learning opportunities to keep you ahead of the curve in the dynamic municipal landscape.
- **Stay Ahead of the Curve:** Gain insider knowledge on industry trends, best practices, and transformative technologies reshaping the role of Executive Assistants in local government. Lead rather than follow.
- **Ignite Your Passion:** Our captivating speakers and sessions are designed to reignite your passion for your role, leaving you empowered and ready to tackle any challenge.
- **Brainstorm Solutions:** Contribute to collaborative problem-solving sessions tackling common Executive Assistant challenges head-on, knowing your insights could spark the next big idea.
- **Unlock Your Leadership Potential and Chart Your Career Path** by elevating your leadership and management skills, positioning yourself for future career advancements and strategic roles within or beyond your organization, while also receiving valuable career development and planning insights from seasoned professionals, whether you're eyeing a promotion or exploring new opportunities.
- **Nurture Your Well-being:** Discover strategies for personal growth, well-being, and achieving a healthy work-life balance, recognizing that self-care is as crucial as career success.
- **Build Your Network:** Forge meaningful connections with peers from coast to coast and nurture a sense of belonging within the Executive Assistant community. By participating, you'll join a supportive and inclusive network, fostering lifelong connections and gaining access to a nationwide support system—not merely attending a conference.

And let's not forget the icing on the cake - immerse yourself in Maritime hospitality and explore the charming City of Fredericton. From captivating keynote speakers to unforgettable social events, we're committed to ensuring your Conference experience is nothing short of exceptional.

Don't miss this chance to grow both personally and professionally. Join us for an unforgettable journey that will leave you inspired, equipped, and ready to conquer whatever the future holds.

# ACCOMMODATIONS

## Hotel Room Blocks

Room blocks have been secured at the Hilton Garden Inn (attached to the Convention Centre) which is currently **SOLD OUT**, the Crowne Plaza Hotel (directly across the street), and the Delta Hotel Fredericton (2 km from the Convention Centre). **You are responsible for arranging your own transportation from the Delta to the Convention Centre.**

- Room blocks are from Saturday arrival to Wednesday departure, but all three hotels will honor the rate for up to three days prior to Saturday and three days post Wednesday if space is available.
- Cut Off Date for Room Block: October 3, 2024 (or until it's sold out).

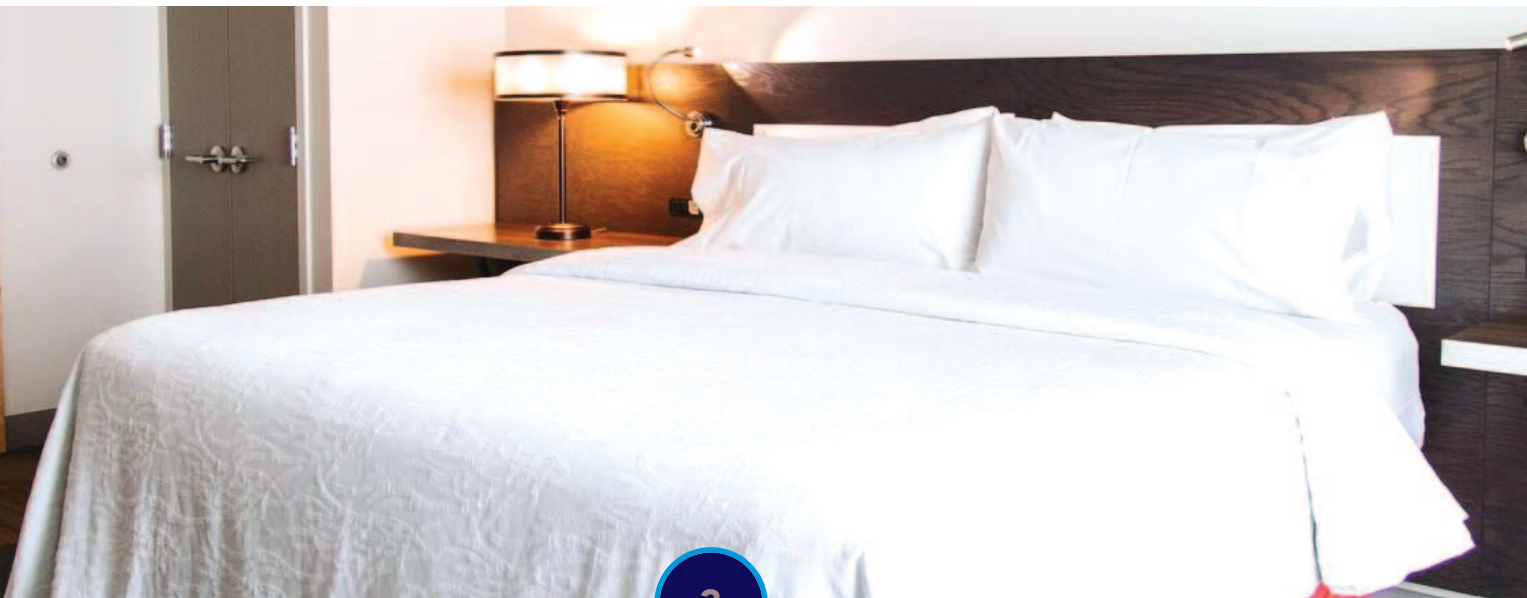
Each hotel offers a dedicated reservation link (and reservation telephone number) noted below:

### Hilton Garden Inn Room Rates - THIS ROOM BLOCK IS SOLD OUT!

**Reservation Link** / Call for Reservations: 1-506-999-1551 (identify as the "CAMA Room Block")

- **Onsite Covered Parking:** \$13.00/Day
- **Deposit:** No deposit is required at the time of booking.
- **Cancellation Policy:** You can cancel your reservation without any penalty up to 48 hours or more before your scheduled arrival. However, if you cancel within 48 hours of your scheduled arrival a charge equivalent to one night's room rate and tax will be applied.

Type of Room	Room Rate	HST (15%)	Total
One King Bed	\$219.00	\$32.85	<b>\$251.85</b>
One King Bed / Riverview	\$239.00	\$35.85	<b>\$274.85</b>
Two Queen Beds	\$219.00	\$32.85	<b>\$251.85</b>
Two Queen Beds / Riverview	\$239.00	\$35.85	<b>\$274.85</b>



## Crowne Plaza Hotel Room Rates

**Reservation Link** / Call for Reservations: 1-866-444-1946 x 2 or 1-506-455-3371 (identify as the "CAMA Room Block" and the group code is CM2)

- **Onsite Parking:** \$13.00/Day
- **Deposit:** No deposit is required at the time of booking.
- **Cancellation Policy:** You can cancel your reservation without any penalty up to 48 hours or more before your scheduled arrival. However, if you cancel within 48 hours of your scheduled arrival, a 100% cancellation fee will apply, which covers all anticipated charges.

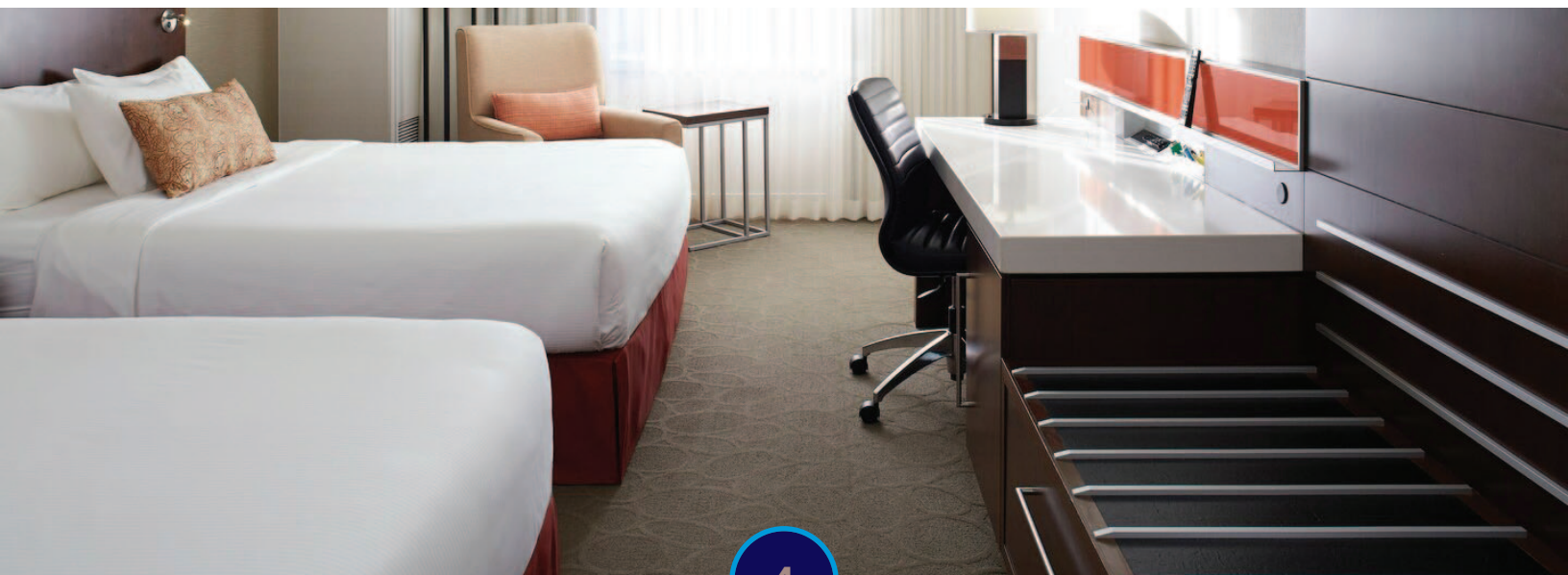
Type of Room	Room Rate	HST (15%)	Total
Standard - Two Queens	\$219.00	\$32.85	<b>\$251.85</b>
Premium Room - Two Queens or One King	\$239.00	\$35.85	<b>\$274.85</b>
Riverview - Two Queens or One King	\$249.00	\$37.35	<b>\$286.35</b>

## Delta Hotel Fredericton Room Rates

**Reservation Link** / Call for Reservations: Marriott/Delta Reservations at 1-800-268-1133 or Delta Fredericton at 506-457-7000 x 1 for Room Reservations (identify with group code "CAMA")

- **Onsite Parking:** \$15.00 Day / Valet Parking \$18.00 Day
- **Deposit:** No deposit is required at the time of booking.
- **Cancellation Policy:** You can cancel your reservation without any penalty up to 72 hours or more before your scheduled arrival. However, if you cancel within 72 hours of your scheduled arrival a charge equivalent to one night's room rate and tax will be applied.

Type of Room	Room Rate	HST (15%)	Total
One King Room	\$219.00	\$32.85	<b>\$251.85</b>



# CONFERENCE AIRFARE DISCOUNTS



## Exclusive Airfare Discounts with Air Canada for Conference Attendees

We are happy to confirm that for the 2024 CAMA Conference for Executive Assistants in Local Government, Air Canada offers discounts for **North America travel: 5% applies on standard fares, and 10% on flex fares & higher. For International Travel there is a 10% discount on standard fares & higher.** You will need the discount code listed below to take advantage of this offer. Please visit the Air Canada [website](#) to make a booking online.

### Applicable Rules

- The booking is to be made to the following city: Fredericton, YFC (CA).
- The travel period begins Saturday, October 26, 2024 and ends Wednesday, November 13, 2024.
- Travel is valid Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, and Sunday.

Promo Code: PKE7ZA31



Please be advised that WestJet no longer serves Fredericton; hence, we do not have a discount code available. The nearest airports served by WestJet are Moncton, approximately a 1.5-hour drive away, and Halifax, approximately a four-hour drive away.





# TOURISM INFORMATION

## Welcome to Fredericton: Your Gateway to Authentic Maritime Hospitality!

Nestled along the serene banks of the Wolastoq (Saint John River), Fredericton invites you to immerse yourself in a world of charm, culture, and natural beauty. As you join us for the first National CAMA Conference for Executive Assistants in Local Government, we extend a warm Maritime welcome to our picturesque Capital City.



**Discover Historic Treasures:** Step back in time as you explore Fredericton's historic downtown, where cobblestone streets lead to beautifully preserved Victorian architecture, boutique shops, and cozy cafes. Dive into the City's rich heritage with visits to iconic landmarks such as the Fredericton Region Museum and the Old Government House, offering glimpses into our colonial past.



**Embrace Outdoor Adventures:** Fredericton is a playground for outdoor enthusiasts. Lace up your hiking boots and explore the lush trails of Odell Park or embark on a leisurely bike ride along the scenic Green Trail. For a more tranquil experience, paddle your way down the gentle waters of the Wolastoq Saint John River, surrounded by the vibrant colors of autumn.

**Savor Culinary Delights:** Indulge your taste buds in Fredericton's thriving culinary scene, where fresh seafood, locally sourced ingredients, and traditional Acadian flavors take center stage. From cozy cafes to upscale eateries, there's something to satisfy every palate. Don't miss the chance to sample mouthwatering dishes at the vibrant Boyce Farmers' Market (held every Saturday), a beloved local institution.

**Experience Vibrant Culture:** Immerse yourself in Fredericton's vibrant arts and culture scene, where live performances, art exhibitions, and festivals celebrate creativity and community spirit. Be sure to catch a show at the Fredericton Playhouse or explore the diverse collections at the Beaverbrook Art Gallery, showcasing works by renowned Canadian and international artists.

**Create Lasting Memories:** Whether you're strolling along the riverfront, sampling craft brews at a local brewery, or simply soaking in the laid-back Maritime atmosphere, Fredericton offers a wealth of experiences waiting to be discovered.

Fredericton invites you to come early and stay late in the Capital City of New Brunswick! Embrace the magic of autumn and experience the beauty, culture, and charm that define our vibrant city during this special time of year. So, take a break from Conference sessions and networking events to explore all that Fredericton has to offer, and make the most of your visit to our picturesque corner of Canada.

Please take some time and watch this [video](#) to show you all that Fredericton has to offer! We look forward to welcoming you!

Learn more about Fredericton at the CAMA Registration Desk located at the Convention Centre. The hours of operation are as follows:

Sunday, November 3 <sup>rd</sup>	4:00 p.m. to 8:00 p.m.
Monday, November 4 <sup>th</sup>	7:00 a.m. to 4:30 p.m.
Tuesday, November 5 <sup>th</sup>	7:00 a.m. to 4:30 p.m.



# CONFERENCE REGISTRATION INFORMATION

## Delegate Program

Secure the Early Bird Rate for the Conference by registering before September 1, 2024. If you are employed by a municipal government and your municipality has a CAO or another employee that is a CAMA member, kindly include the member's name on the registration form (no member IDs or additional information is necessary).

The registration fee includes the Welcome Reception, all Conference sessions, breakfasts, refreshment breaks, lunches and the Lobster Fest Extravaganza: A Maritime Night to Remember.

Delegate Type	Early Bird Registration by September 1, 2024	Registration Fee After September 1, 2024
<b>Member Municipality (Municipal Government)</b> Choose this category if you work for municipal government and your municipality has a CAO or another employee that is a CAMA member.	$\$725.00 + \$108.75 \text{ HST} =$ <b>\$833.75</b>	$\$825.00 + \$123.75 \text{ HST} =$ <b>\$948.75</b>
<b>Non-Member Municipality (Municipal Government)</b> Choose this category if you work for municipal government and your municipality does not have an employee that is a CAMA member.	$\$1125.00 + \$168.75 \text{ HST} =$ <b>\$1293.75</b>	$\$1225.00 + \$183.75 \text{ HST} =$ <b>\$1408.75</b>
<b>Retired Executive Assistant / Student</b> Choose this category if you are a retired Executive Assistant who is no longer actively employed, or you are a student enrolled in a post-secondary educational institution.	$\$450.00 + \$67.50 \text{ HST} =$ <b>\$517.50</b>	$\$550.00 + \$82.50 \text{ HST} =$ <b>\$632.50</b>
<b>Non-Member (Non-Municipal)</b> Choose this category if you do not work for local government. This could include the provincial government, federal government, or a private business.	$\$1225.00 + \$183.75 \text{ HST} =$ <b>\$1408.75</b>	$\$1325.00 + \$198.75 \text{ HST} =$ <b>\$1523.75</b>

Click [here](#) to register

## Companion Program

Companions have the option of joining delegates for the Sunday evening Welcome Reception and the Monday evening "Lobster Fest Extravaganza: A Maritime Night to Remember".

Activity	Cost
Welcome Reception	\$50.00 + \$7.50 HST = <b>\$57.50</b>
Lobster Fest Extravaganza: A Maritime Night to Remember	\$130.00 + \$19.50 HST = <b>\$149.50</b>

## Important Registration Information

- If you are paying by cheque, you are not considered registered until payment is received.
- If you are attending the full Conference, the tickets to social functions are included in the delegate registration price.
- An administration fee of \$200.00 for each cancelled registration applies until September 15<sup>th</sup>, 2024. **No refunds will be issued after September 15<sup>th</sup>, 2024.** Substitutions are permitted. Please request substitutions in writing to: [admin@camacam.ca](mailto:admin@camacam.ca)
- The deadline for registration is October 16<sup>th</sup>, 2024.
- CAMA will take photographs and some video at the 2024 CAMA Conference for Executive Assistants in Local Government and may use them in CAMA news or promotional materials whether in print, electronic or other media, including the CAMA website. By participating in this event, you grant CAMA the right to use your name and photograph for such purposes.



# WELCOME MESSAGES

## Greetings from the President of CAMA

Having appreciation for the role of the Executive Assistant in local government, the Board of the Canadian Association of Municipal Administrators (CAMA) developed a **"Toolkit for the Effective Executive Assistant to the Chief Administrative Officer"** which was launched in 2023.

This Toolkit was meticulously compiled, produced and authored by Jennifer Goodine, CAMA Executive Director (and former Executive Assistant/Office Administrator to the CAO and Mayor of the City of Fredericton), with the invaluable assistance of a National Committee comprising Executive Assistants from municipalities of all sizes across Canada. Their collective expertise and insights were instrumental in shaping this resource which also includes a specific chapter on how the CAO can build a relationship with their Executive Assistant.



*Tony Kulbisky*

Building on the success of the Toolkit and our commitment to supporting those who provide essential assistance to our over 800 members - the Chief Administrative Officers and senior managers - it is with great pleasure that I extend a warm welcome to each of you to the inaugural CAMA Conference for Executive Assistants in Local Government. This landmark event represents a significant milestone in our Association's journey as we gather to honor and celebrate the indispensable contributions of Executive Assistants within the local government sector.

The role of Executive Assistants is often unsung but profoundly impactful. Your dedication, professionalism, and tireless efforts behind the scenes are the driving force that ensures the smooth functioning of our municipalities. Your attention to detail, organizational skills, leadership, and unwavering commitment to excellence exemplify the highest standards of service.

I would like to express my sincere appreciation to the City of Fredericton for their invaluable partnership and support in hosting this Conference. Their collaborative efforts have been instrumental in making this event a reality, and we are grateful for their contributions.

I hope this event provides you with the opportunity to network, share insights, and make valuable connections that will enhance your positions. May it be a source of enrichment, inspiration, and a reaffirmation of the essential role Executive Assistants play in shaping our communities.

Tony Kulbisky  
CAMA President

# Fredericton

## Welcome from the Mayor and Host Chief Administrative Officer

On behalf of the City of Fredericton, we extend a warm welcome to all participants of the Inaugural National CAMA Conference for Executive Assistants in Local Government.

As Mayor of Fredericton, I am deeply honored we can host this significant gathering of Executive Assistants who play an indispensable role in the smooth functioning of local government operations. Your dedication, expertise, and commitment to excellence are invaluable assets to our municipalities, and this Conference serves as a testament to the importance of your contributions.



Mayor Kate Rogers



Steven Hart

Joining me in extending this welcome is Steven Hart, the Chief Administrative Officer of the City of Fredericton. Together, we recognize the pivotal role that Executive Assistants play in supporting municipal leadership and facilitating the delivery of essential services to our communities. Your tireless efforts behind the scenes contribute significantly to the success of our municipalities, and we are grateful for your unwavering dedication.

Throughout your time in Fredericton, we encourage you to engage in meaningful discussions, share insights, and foster connections with your peers from municipalities across the country. Together, we can explore innovative strategies, best practices, and collaborative approaches to enhance the effectiveness of local governments.

We are confident that your experience in Fredericton will be both enlightening and enriching, and we extend our best wishes for a productive and memorable Conference. Thank you for your commitment to excellence in local government. Welcome and enjoy our wonderful city!

A handwritten signature in blue ink, appearing to read 'Kate Rogers'.

Kate Rogers  
Mayor

A handwritten signature in blue ink, appearing to read 'Steven Hart'.

Steven Hart  
Chief Administrative Officer

## Welcome from the CAMA Executive Director

I extend a warm welcome to all participants of the Inaugural CAMA National Executive Assistants in Local Government Conference. As a passionate advocate for the Executive Assistant profession and someone who deeply understands its significance, my heart is full of pride and joy.

The fact that this groundbreaking event is taking place at the home of the CAMA National Office only adds to its excitement. Having dedicated over twenty-seven years to serving as an Executive Assistant/Office Administrator with the City of Fredericton, I intimately understand the pivotal role each of you plays in driving the success and efficiency of municipal operations.

Building on the remarkable success of the EA Master Classes held throughout this past year, this Conference marks a significant milestone in CAMA's ongoing efforts to advance the Executive Assistant profession to unprecedented levels. It offers a distinctive platform for professionals nationwide to gather, share insights, and mutually inspire one another through essential avenues for professional growth. From engaging leadership sessions to fostering networking opportunities, this event is meticulously crafted to equip you with the skills, knowledge, and connections necessary to excel in your roles and catalyze positive change within your respective organizations.

I am so proud of the dedication and professionalism demonstrated by Executive Assistants like yourselves, and this is an excellent platform for both personal growth and networking.

Let us seize this opportunity to celebrate your profession, foster meaningful connections, and pave the way.

I can't wait to welcome you to Fredericton and embark on this journey alongside each and every one of you.

Warm regards,

Jennifer Goodine  
CAMA Executive Director



*Jennifer Goodine*

# DAY ONE

Sunday, November 3, 2024

4:00 p.m. - 8:00 p.m.

Conference Registration

7:00 p.m. - 9:00 p.m.

Welcome Reception

## 4:00 p.m. to 8:00 p.m. Conference Registration

## 7:00 p.m. to 9:00 p.m.

### Welcome Reception: Mix, Mingle and Capture Memories!

**Experience an evening of elegance and connection at the Welcome Reception!**

This lively event promises an evening of delicious food, and exciting networking opportunities with a backdrop of soothing background music.

And guess what? It's also your chance to capture professional headshots courtesy of our onsite photographer. Whether you're updating your LinkedIn Profile or simply seeking a polished

portrait, this is your moment to shine. So, flash your brightest smile, and let our photographer capture the essence of the incredible professional you are!

As you mingle with Executive Assistants from across the country, you'll have the chance to forge new friendships, exchange ideas, and broaden your professional network. This evening is more than just an event - it's a chance to mingle, grow, and create lasting memories!





# DAY TWO

Monday, November 4, 2024	
7:00 a.m. to 4:00 p.m.	Conference Registration
7:00 a.m. to 7:45 a.m.	Wellness Hour
7:45 a.m. to 8:30 a.m.	Breakfast
8:30 a.m. to 9:00 a.m.	Opening Ceremonies
9:00 a.m. to 10:00 a.m.	<b>Opening Keynote:</b> "Just Be(longing): Authenticity, Belonging and Connection at Work" (Tina Varughese)
10:00 a.m. to 10:15 a.m.	Refreshment Break
10:15 a.m. to 11:00 a.m.	<b>Plenary Session:</b> "Building Bridges: Nurturing Effective EA-Municipal Leadership Partnerships (Gary Kent, Cassandra Rutland, Steve Hart, Angela Duplessis)
11:00 a.m. to 12:00 Noon	<b>Plenary Session:</b> Elevate your Influence: Enhancing your Skills as a Confident Communicator (Jan Enns)
12:00 Noon to 1:00 p.m.	Lunch
1:00 p.m. to 2:30 p.m.	Workshop - "Navigating Your Leadership Journey as an EA: Tips, Tools and Epiphanies to Guide Your Way" (Suzanne Gibson)
2:30 p.m. to 2:45 p.m.	Refreshment Break
2:45 p.m. to 3:45 p.m.	<b>Plenary Session:</b> Records Management (Government Frameworks)
3:45 p.m. to 4:30 p.m.	<b>Plenary Session:</b> Empowering Executive Assistants: Mastering Project Management and Minute Taking in Municipal Dynamics (Krystin Stitt)
4:30 p.m. to 7:00 p.m.	Free Time to Explore the Downtown
7:00 p.m. to 10:00 p.m.	Loxter Fest Extravaganza: A Maritime Night to Remember

## Artistry in Every Cup: Experience Coffee Creations by Barista Brian!

Prepare to be amazed by **Barista Brian's** extraordinary coffee artistry! Brian, a renowned Canadian artist, has captured international attention for his mesmerizing latte art creations. From intricate designs to captivating patterns, each cup is a masterpiece of flavor and aesthetics.

Join us from 7:00 a.m. to 9:00 a.m. on Monday and Tuesday mornings to witness Brian's talents firsthand. Whether you're a coffee connoisseur or simply appreciate the finer things in life, this experience promises to delight your senses and elevate your Conference experience.

Don't miss the chance to relax, recharge, and connect with others at the Barista Brian station before diving into the day's sessions.

### About Barista Brian

Brian Leonard, a Canadian artist, gained acclaim for his "Barista Brian" Latte Art creations. With a background in Opera Performance and Health Science, Brian's journey into latte art began in Toronto, where he quickly gained recognition as one of the city's top latte artists. Since then, his work has been featured at numerous high-profile events across North America and beyond, earning him a reputation as a pioneer in the field of coffee artistry.



**7:00 a.m. to 4:00 p.m.**  
Conference Registration

**7:00 a.m. to 7:45 a.m.**  
**Morning Wellness Boost: Energize  
and Empower with Polly Brinkman**

Start your day right with a rejuvenating Wellness Hour led by local instructor Polly Brinkman! Leave the yoga pants at home and join us as you are for a refreshing opportunity to revitalize your mind, body, and spirit before breakfast. Polly will guide you through invigorating activities, including power poses, to help you set positive intentions and prepare for the day ahead. Connect with fellow attendees in a casual and inclusive atmosphere, whether you prefer meditation, light stretching, or engaging conversations. This session promises to kickstart your morning, foster new friendships, and leave you feeling empowered and ready to tackle the day's adventures.

**7:45 a.m. to 8:30 a.m.**  
**Breakfast**

Start your day off right with a delicious breakfast to fuel your day ahead. Connect with fellow attendees, exchange ideas, and get ready to embark on a day filled with learning and professional development. Don't miss this opportunity to kickstart your morning and set the tone for an unforgettable conference experience!

## 8:30 a.m. to 9:00 a.m. Opening Ceremonies

Get ready to kick off the Conference in style as the curtain rises on our spectacular Opening Ceremonies! Join us for a high-energy start to the event, featuring warm greetings from some of our most esteemed guests. It's going to be a dynamic and unforgettable beginning to an incredible journey of learning, networking, and fun!

## 9:00 a.m. to 10:00 a.m. Opening Keynote - "Just Be(longing): Authenticity, Belonging and Connection at Work"

Speaker: Tina Varughese

### Why This Topic?

We've all felt that sinking feeling of not quite belonging. Altering ourselves to fit a certain mold for acceptance rather than being able to embrace our authenticity. When everyone is seen, heard, acknowledged authentically, intentionally and consciously workplaces promote a sense of belonging rather than a longing to belong. Is it easy? No. Can it be done? Yes - it's a continuous journey - not a destination. Ultimately, to belong means to be seen. If we cannot change the way we look, we need to change the way we see.

### Key Takeaways for CAMA's Executive Assistants in Local Government:

- Longing to Belong: Small Actions, Large Impact.
- The Art of Authenticity: Four Strategies to Embracing Your Authentic Self.
- Leading with Empathy: Encouraging and embracing courageous conversations at the workplace.
- Inclusive Meetings: Strategies for healthy dialogue, discussion and debate.
- Gen Zen: Leadership Agility when working with a multi-generational workforce.
- The impact of purposeful and intentional vulnerability at the workplace.

### About the speaker:

#### Tina Varughese

An Indo-Canadian daughter of first generation East Indian parents, Tina Varughese says her cultural background allows her to find "the best of both worlds" and shed light, knowledge, and, most importantly, universal humour into the changing workplace. Her highly entertaining, interactive, and practical keynotes leave attendees inspired to think, behave, act, and communicate with intention.



Tina Varughese

For fifteen years Tina Varughese worked with immigrants in her roles with the Province of Alberta's immigration office. She also ran her own successful relocation and settlement firm. Varughese draws from her experiences as an entrepreneur, mother, daughter, wife, sister, and friend when delivering keynotes on diversity and inclusion - topics that resonate with her both professionally and personally.

Recognized as one of "Canada's Top 10 Notable Speakers" by Ignite Magazine, she breaks down barriers and champions inclusivity, featured in Dove's Real Beauty campaign. As the Past-President of the Canadian Association of Professional Speakers (Calgary), Tina contributes as a writer for various publications and serves as an educational consultant with the NHL Hockey League, addressing diversity, inclusion, and combatting racism.

## 10:00 a.m. to 10:15 a.m. Refreshment Break

Join us for a delightful pause in your day, where you can refuel with tasty snacks and beverages while mingling with fellow attendees.

## 10:15 a.m. to 11:00 a.m. Plenary Session - "Building Bridges: Nurturing Effective EA-Municipal Leadership Partnerships"

### Speakers:

- **Gary Kent, CAO, Region of Peel, ON / CAMA Director-At-Large for Municipalities with a Population of Over 100,000**
- **Cassandra Rutland, Executive Assistant to the CAO, Region of Peel, ON**
- **Steven Hart, CAO, City of Fredericton, NB**
- **Angela Duplessis, Executive Assistant/Office Administrator to the Mayor & CAO**

**Facilitator: Stay tuned for the facilitator details coming soon!**

Join us for an illuminating panel discussion featuring Executive Assistants (EAs) and their Chief Administrative Officer (CAO) counterparts. Delve into the dynamics of successful EA-CAO relationships as our panellists share their insights, strategies, and real-world experiences.

Discover firsthand how EAs and CAOs collaborate to navigate the complexities of municipal governance, foster open communication, and align their objectives. Gain valuable tips and best practices for building trust, enhancing productivity, and fostering a harmonious working relationship between executive support staff and senior management.

Whether you're an EA seeking to strengthen your bond with your CAO (or manager) or a CAO looking to optimize collaboration with your support team, this session offers invaluable insights to elevate your partnership to new heights.

Don't miss this opportunity to learn from seasoned professionals and unlock the secrets to a successful EA-CAO relationship.

### About the Speakers:

**Gary Kent**  
**Chief Administrative Officer**  
**Region of Peel, ON**  
**CAMA Board Member-At-Large for Municipalities with a Population Over 100,000**



**Gary Kent**

Gary Kent is the Chief Administrative Officer of Peel Region, Ontario, Canada, responsible for delivering essential services and infrastructure to 1.5 million residents and 175,000 businesses. As the most senior position within Peel Region, reporting directly to Peel Regional Council, he oversees all staff, service delivery, and infrastructure investments.

Gary joined the Region of Peel in 2021, serving previously as CFO and Commissioner of Corporate Services after twenty-five years at the City of Mississauga. His extensive experience includes co-chairing the update of Mississauga's Strategic Plan, engaging 100,000 citizens, and leading continuous improvement projects such as Lean initiatives, Long-Range Financial Plan, People Strategy, IT Master Plan, and Strategic Communications Master Plan. He also spearheaded community projects advancing waterfront, downtown, and education initiatives, managed COVID-19 impacts, and negotiated the first Municipal Airport Authority Agreement with Toronto Pearson and Mississauga.

With prior roles in the UK as Finance Manager for a private sector transit company and CEO of Enersource Corporation, Gary brings a wealth of expertise. He holds Fellow accountant status with the Association of Chartered Certified Accountants, CPA, CGA designation, and an ICD.D designation from the Institute of Corporate Directors, Rotman School of Management, University of Toronto. Additionally, he completed the Bloomberg-Harvard Cities Leadership course.

Gary's current board and committee positions include the ACCA's Global Council, their Public Sector Global Forum, and the Canadian Association of Municipal Administrators. He has a long history of community volunteering and resides with his family in Mississauga.

**Cassandra Rutland**  
**Executive Assistant to**  
**the CAO**  
**Region of Peel, ON**

Cassandra has worked in Administration for the Region of Peel for the past eighteen years and currently holds the position of Executive Assistant to the Chief Administrative Officer. She began her career with the Region of Peel in 2005 supporting various Directors and Commissioners across various departments in the organization (Human Services, Public Works, Health Services & Corporate Services), as well as the Chief Financial Officer before moving to her current role in 2023.

During the pandemic, Cassandra was seconded as a Project Coordinator to the Region of Peel's Health Services Department to assist key senior health leaders tasked with the coordination and implementation of the Mass Vaccination Planning roll out in Peel Region.

Prior to working for municipal government, she worked in various administrative roles in the manufacturing and sales industries for twenty years.

Cassandra studied Office Administration (Secretarial Arts) at Sheridan College, Brampton Campus and earned her Basic Officer Qualification (Administrative Officer) with the Canadian Armed Forces in 1992. She attended the Rotman School of Business Program, Leadership in Administration in November 2022.

Cassandra has volunteered as an Administrative Officer with the Royal Canadian Army Cadet Corp as well as a Scout Leader and Group Committee Chair for Scouts Canada.

**Steven Hart**  
**Chief Administrative**  
**Officer**  
**City of Fredericton, NB**

Before becoming Chief Administrative Officer for the City of Fredericton in April 2021, Steven Hart served as Chief Administrative Officer for the Town of Oromocto. He previously served as Assistant Deputy Minister for Seniors and Long-Term Care and as Vice-President of Strategic Procurement at the Province of New Brunswick.



*Cassandra Rutland*

Prior to working with the Province, Steven was a Senior Officer in the Canadian Army. During his time with the Canadian Armed Forces, he was able to live and work in many provinces and cities across the country and was fortunate to serve with outstanding and dedicated Canadians in Eritrea and Afghanistan.

With experience at the Federal, Provincial and Municipal levels of government, Steven knows that working with municipalities is the most rewarding - given our agility and direct impact on citizens.

Steven is a member of the Canadian Association of Municipal Administrators and is the past President of the Association of Municipal Administrators of New Brunswick. Steven, with his wife and son, have a home in the wonderful City of Fredericton.

**Angela Duplessis**  
**Executive Assistant / Office Administrator to the**  
**Mayor and Chief Administrative Officer**  
**City of Fredericton, NB**

Angela DuPlessis is the Executive Assistant to Mayor Kate Rogers and Steven Hart, the Chief Administrative Officer for the City of Fredericton.

She previously worked for the Province of New Brunswick for over thirteen years as an Administrative Assistant before moving to the City of Fredericton in 2002. Prior to joining the Mayor and CAO's Office in 2021, Angela was the Senior Administrative Clerk for Planning and Development, where she served as the Secretary to the Planning Advisory Committee and the Preservation Review Board.

With her passion for administrative work and elevating the profession, she was instrumental in creating the Administrative Professional Team at the City of Fredericton and currently serves as co-chair. With three decades of experience in both Provincial and Municipal government she brings a wealth of knowledge and experience to the City of Fredericton.

Born in Victoria, British Columbia and raised in Fredericton, Angela enjoys spending her spare time with her children, Amy and Noah and her grand-daughter Ellie.



*Angela Duplessis*



*Steven Hart*

## 11:00 a.m. to 12:00 Noon Plenary Session - "Elevate Your Influence: Enhancing your Skills as a Confident Communicator"

**Speaker: Jan Enns**

Join us for an engaging and insightful workshop designed to enhance your public speaking skills, whether addressing a public gathering, or presenting before your Council, Board, or staff meeting. Led by experienced local government communications expert and coach, Jan Enns, this interactive session will equip you with practical tools, tips, and techniques to help you master your message, boost your personal presence, and shine as the confident communicator you truly are #YouGotThis!

### About the Speaker:

#### Jan Enns

Highly regarded for her engaging delivery and practical tips, Jan brings three decades of experience, insights, and enthusiasm to her sessions. She's best known for helping local government professionals implement programs that not everyone in a community may want—or want to pay for—ranging from mandatory recycling to privatizing seniors' care.



**Jan Enns**

Jan thrives on empowering local government professionals and elected leaders to become calm, confident, and compelling communicators. Whether in-person or online, Jan provides custom media, messaging, and social media training and coaching to help her local government clients achieve their corporate goals, avoid or minimize issues, reduce the need for damage control, and even sleep better at night.

In addition to her hands-on experience working for the Regional District of Central Okanagan, Interior Health, and the Insurance Corporation of BC, Jan is a sought-after conference and workshop presenter. She is a regular presenter at BC's Local Government Management Association events, a faculty member for BC's Municipal Administrative Training Institute and Local Government Leadership Academy, and has taught citizen engagement for the University of Alberta. Her recognition also includes the LGMA's Distinguished Partner Award.

Jan holds a Master's degree in Communications, a certificate in Local Government Administration, and IAP2 certificates in public participation. She leads the Okanagan Communicators Network, co-administers the BC Local Gov Communicators Facebook group, and is an active member of the Canadian Public Relations Society. Outside of helping local gov pros, you can find her loving life in Kelowna, BC.

## 12:00 Noon to 1:00 p.m. Networking Luncheon

Connect with peers over delicious food in a relaxed atmosphere, fueling both body and mind for the afternoon sessions.

## 1:00 p.m. to 2:30 p.m. Navigating Your Leadership Journey as an EA: Tips, Tools and Epiphanies to Guide Your Way

**Speaker: Suzanne Gibson**

In the ever-evolving landscape of local government, Executive Assistants (EAs) play a pivotal role as leaders, often operating behind the scenes to facilitate smooth operations and drive organizational success. This workshop is designed to empower EAs with the insights, strategies, and resources they need to thrive in their leadership roles.

Join us for an engaging and interactive session where we'll delve into the multifaceted dimensions of EA leadership. Over the span of 90 minutes, we will explore the nuances of the EA role as a cornerstone of effective leadership within local government. Drawing from real-world experiences and personal insights, participants will gain valuable perspectives on navigating change management, mastering communication - including the art of courageous conversations, and overcoming common leadership challenges.

- Throughout this workshop, attendees will:
- Gain a comprehensive understanding of the leadership role of EAs in local government settings.
- Explore practical tools, frameworks, and strategies for effective leadership in diverse scenarios.
- Learn from real-life stories and experiences, discovering actionable solutions to challenging situations.

- Engage in interactive discussions, table talks, and reflective exercises to deepen learning and foster collaboration.
- Access a curated toolkit of resources to support ongoing personal and professional development.

Under the seasoned guidance of Suzanne Gibson, adorned with her extensive expertise and practical wisdom, this workshop is designed to empower participants with the essential skills, confidence, and resources needed to excel as leaders within their organizations. Whether you're a seasoned EA or new to the role, we invite you to join us as we embark on a journey of leadership excellence tailored specifically to your needs.

### About the Speaker:

#### Suzanne Gibson Suzanne Gibson & Associates

Suzanne Gibson “awakens the potential” of your organization to achieve its mandate and vision. Suzanne has worked extensively in the charitable and government sectors and specifically enjoys supporting municipalities to achieve their goals and aspirations.



**Suzanne Gibson**

Over the past 25 years, Suzanne has:

- inspired organizations to “dream big,” unite around an idea and turn those dreams into reality;
- uncovered creative solutions to complex social and organization problems mobilized diverse groups into strong teams;
- facilitated and supported leaders, staff and community members to achieve their personal and collective potential;
- applied her entrepreneurial flair to start up innovative new ventures; and
- equipped organizations to secure much-needed knowledge, skills and resources.

Suzanne specializes in leadership development, strategic planning, social innovation, governance and change management. She has been an instructor at York University's Schulich School of Business in the Non-Profit Management Leadership Institute, as well as at Metropolitan Toronto University and the Coady Institute.

## 2:30 p.m. to 2:45 p.m. Refreshment Break

Join us for a rejuvenating afternoon refreshment break that promises to be a delightful pause from the day's enlightening sessions. This is your chance to refuel, recharge, and get ready to dive into the last two sessions of the day with renewed excitement.

## 2:45 p.m. to 3:45 p.m. Plenary Session: Advancing your Records Management Practices

Sponsored by [Government Frameworks](#)

Government Frameworks is a leading provider of specialized planning, process mapping, process and forms automation, records management, and corporate reporting services, catering to local governments across Australia, Canada, the USA, and New Zealand.

Our flagship offering, the Local Government Framework©, is a cloud-based governance tool that simplifies complex administration and reporting needs, enabling local governments to operate efficiently and ensure compliance.

Stay tuned for the exciting session description and speaker bios from our partners Government Frameworks. We're putting the final touches on these details and can't wait to share them with you soon.

## 3:45 p.m. to 4:30 p.m. Plenary Session: "Empowering Executive Assistants: Mastering Project Management, Minute Taking, and Leveraging Technology in Municipal Dynamics"

Speaker: [Krystin Stitt, Project Management Specialist, United Counties of Leeds and Grenville, ON](#)

In the realm of local government, Executive Assistants (EAs) serve as linchpins in facilitating effective project management, while within the intricate landscape of municipal governance, the art of effective minute-taking stands as a cornerstone for transparent decision-making and accountability. This session is designed to equip EAs with essential skills in both project management and minute-taking, recognizing their pivotal roles in driving forward local government initiatives and ensuring the smooth functioning and transparency of municipal governance processes.

Participants will delve into strategies for understanding project objectives, allocating resources efficiently, and coordinating timelines to ensure project success. Leveraging technology tools and platforms such as project management software, collaborative platforms, and communication tools will be an integral part of this exploration, empowering EAs to streamline their workflow and enhance efficiency in facilitating projects.



Simultaneously, they will explore specialized techniques for capturing the nuances of municipal proceedings, including Council meetings, senior leadership gatherings, and committee discussions. Technology will also play a crucial role here, with insights into utilizing digital tools for real-time transcription, note-taking applications, and digital archiving systems to ensure accuracy and accessibility of meeting records.

Through practical insights and specialized training, EAs will emerge equipped to drive forward local government initiatives with confidence and precision, while also producing comprehensive and concise records that serve as invaluable resources for stakeholders and future reference. Join us as we empower EAs to excel in both project management, leverage technology, and master minute-taking, contributing to the enhancement of their communities and the transparency of municipal governance processes.

## About the Speaker:

**Krystin Stitt**  
**Project Management Specialist**  
**United Counties of Leeds and Grenville, ON**



*Krystin Stitt*

Holder of a Bachelor's Degree in Sociology with a Minor in Law from Carleton University, Krystin is a member of the Project Management Institute.

Additionally, she holds a Graduate Diploma in Public Administration with Seneca College, and an on-going Executive Diploma in Municipal Management from the Association of Municipal Clerks and Treasurers of Ontario.

Krystin possesses specialized certifications including training in Lean Six Sigma and Dispute Resolution. Through her training and expertise, coupled with her exceptional ability to build positive working relationships with her empathetic and open listening style, and engage with a diverse spectrum of stakeholders, she positions herself as a key voice in discussions on municipal management and executive assistance actively engaging in supporting high-level executives and managing complex projects within municipal environments. With a strong foundation in public administration, her involvement spans the implementation of corporate strategies, forging partnerships with community organizations for collaborative projects, supporting the development of strategic plans for present and future coordination, and facilitating research that fosters the development of innovative solutions and effective results across the municipality.

Krystin has honed her expertise in project management, minute-taking, and leveraging technology to enhance operational efficiency and communication. Her experience spans across supporting key stakeholders in the municipal sector, where she has excelled in organizing and facilitating meetings, managing detailed records, and implementing technological solutions to streamline processes. She is particularly interested in strategic development, collaborative cross-sector partnerships, and organizational agility.

Recipient of the 2022 Dr. C. Richard Tindal Excellence in Municipal Administration Program Award in recognition of outstanding academic achievement, Krystin is passionate about empowering Executive Assistants, sharing her insights on mastering project management techniques, effective minute-taking strategies, and the use of technology to navigate municipal dynamics.



## 4:30 p.m. to 7:00 p.m. Free Time to Explore the Downtown

Enjoy some leisure time to explore the vibrant downtown area of Fredericton. Discover the charming streets lined with boutique shops, cozy cafes, and historic landmarks. Whether you're strolling along the picturesque waterfront, browsing local galleries, or savoring delicious treats at a nearby eatery, there's something for everyone to enjoy. Take this opportunity to immerse yourself in the local culture and atmosphere of Fredericton, creating unforgettable memories during your stay.

## 7:00 p.m. to 10:00 p.m. Lobster Fest Extravaganza: A Maritime Night to Remember

Ahoy, Executive Assistants! Get ready to embark on a Maritime adventure like no other at our exclusive Lobster Fest Extravaganza!

Join us for an unforgettable evening filled with toe-tapping Maritime tunes and dive into a delectable lobster feast fit for a captain, and fear not - plenty of mouth-watering alternatives await if lobster isn't your fancy.

Don't forget to capture the memories! Pose for fun-filled snapshots in our Maritime-themed photo booth, complete with an array of quirky props and costumes guaranteed to make a splash on social media.

But the excitement doesn't end there! Prepare to be entertained by the local talents of **Dram and Draw**, who will dazzle you with their captivating performances and keep the laughter flowing all night long.

We encourage you to come dressed comfortably in your favourite Maritime-inspired outfits. Whether it's a cozy plaid shirt paired with jeans or nautical stripes and anchor prints, let your attire reflect your spirit!

Prepare to set sail and come aboard for a night of laughter, delectable delights, and unforgettable memories - it's bound to be a Maritime Night to remember!

# DAY THREE

Tuesday, November 5, 2024	
7:00 a.m. to 4:00 p.m.	Conference Registration
7:00 a.m. to 7:45 a.m.	Wellness Hour
7:45 a.m. to 8:30 a.m.	Breakfast
8:30 a.m. to 9:30 a.m.	<b>Plenary Session:</b> Building Strong Relationships: Fostering Municipal-Indigenous Collaboration (Mayor Kate Rogers and Sakom Allan Polchies Jr.)
9:30 a.m. to 10:30 a.m.	<b>Plenary Session:</b> Political Acumen for Local Government Executive Assistants: Simple Tips for Complex Environments (Todd Pugh)
10:30 a.m. to 10:45 a.m.	Refreshment Break
10:45 a.m. to 11:45 a.m.	<b>Plenary Session:</b> Unlocking Multigenerational Success: Strategies for Recruitment and Retention in Local Government (Flo Follero-Pugh)
12:00 Noon to 1:00 p.m.	Lunch
1:00 p.m. to 1:45 p.m.	<b>Plenary Session:</b> Event Planning in Municipal Government: A Comprehensive Guide (Julia McDevitt and Carolina Correa, Elm City Events)
1:45 p.m. to 2:45 p.m.	<b>Plenary Session:</b> Empowering Executive Assistants: Strategies for Influence, Impact, and Professional Growth (Nina McCarthy)
2:45 p.m. to 3:00 p.m.	Refreshment Break
3:00 p.m. to 4:00 p.m.	<b>Closing Keynote:</b> "The Success-Energy Equation" (Michelle Cederberg)

## **7:00 a.m. to 4:00 p.m.** Conference Registration

## **7:00 a.m. to 7:45 a.m.** Early Morning Ease: Wellness Wake-Up with Polly Brinkman

Join us this morning as we welcome back the wonderful Polly Brinkman for another invigorating session of our Morning Wellness Boost! From 7:00 a.m. to 7:45 a.m., Polly will lead us in invigorating exercises and confidence-boosting poses, assisting us in establishing optimistic goals and readying ourselves for the day ahead. Ditch your yoga attire and join us in your everyday clothes for a revitalizing chance to refresh your mental, physical, and emotional well-being before the morning meal.

## **7:45 a.m. to 8:30 a.m.** Breakfast

Breakfast on day two at the EA Conference is not just about fueling up for the day ahead—it's a delicious start to another epic journey of learning and networking! Join us for a scrumptious morning spread that'll have you ready to conquer the day. Grab a bite, sip some coffee, and get ready to kickstart your day with a side of excitement and CAMA-raderie!

## **8:30 a.m. to 9:30 a.m.** Plenary Session: "Building Strong Relationships: Fostering Municipal- Indigenous Collaboration"

### Speakers:

- Mayor Kate Rogers, City of Fredericton, NB
- Sakom Allan Polchies Jr., St. Mary's First Nation

Join us for an engaging session featuring Sakom Allan Polchies Jr., of the St. Mary's First Nation and Mayor Kate Rogers of Fredericton as they delve into the crucial topic of building strong relationships between municipalities and Indigenous communities. In this enlightening discussion, Sakom Polchies and Mayor Rogers will share their perspectives, experiences, and insights on fostering meaningful connections, understanding cultural sensitivities, and navigating the complexities of municipal and Indigenous relations.

Through candid conversations and real-world examples, participants will gain valuable insights into the importance of building trust, mutual respect, and effective communication channels. Discover practical strategies for cultivating collaborative partnerships, addressing shared challenges, and embracing diversity and inclusion within local government initiatives.

Whether you're an Executive Assistant, municipal leader, or community stakeholder, this session promises to provide invaluable knowledge and actionable takeaways for enhancing municipal-Indigenous relations and fostering inclusive, thriving communities. Don't miss this opportunity to learn from two distinguished speakers who are driving positive change and building bridges between cultures and communities.

## About the Speakers:

### Mayor Kate Rogers City of Fredericton, NB

Kate Rogers has dedicated her career to building community through leadership roles in the non-profit and charitable sector, in arts and cultural development, and in policy research and creation.

With a master's degree in political science, Rogers is committed to good governance, public engagement, and informed decision-making. She was the Executive Director of the Fredericton Community Foundation, the Charlotte Street Arts Centre, the New Brunswick Crafts Council, and managing director of the NB Social Policy Research Network.

This is Rogers' third term on Fredericton City Council. She was first elected in May 2012 and again in May 2016. She served as Deputy Mayor for the City of Fredericton for a two-year term in May 2016. In May 2021, Kate Rogers was elected as Mayor of Fredericton, and she is the first woman to serve in that role.



Mayor Kate Rogers

Throughout her time on City Council, Rogers served on numerous committees and chaired the Arts & Culture Committee, Governance and Civic Engagement Committee and Livable Community Committee. She also served as the Council representative for the Planning Advisory Committee, the Preservation Review Board and Downtown Fredericton Inc. Presently, Rogers chairs the Fredericton Affordable Housing Committee and sits as an ex officio member on all City of Fredericton standing committees.

Throughout her life, Rogers has been an active volunteer and Board member. She is a proud Past President of Omista Credit Union and a founding co-chair of the Fredericton Arts Alliance. Currently, Rogers sits on the University of New Brunswick's Board of Governors and is a Director on the Capital Region Service Commission.

A life-long resident of Fredericton, Kate Rogers and her husband, Mike Wolfe, have lived in downtown Fredericton for almost twenty-five years with their two daughters, Eliza, and Iris.

**We are currently finalizing the bio and photo for Sakom Allan Polchies Jr., and we can't wait to introduce him to you. Get ready to be inspired by his remarkable story and expertise. Watch this space for his information, coming soon!**



## 9:30 a.m. to 10:30 a.m. Plenary Session: "Political Acumen for Local Government Executive Assistants: Simple Tips for Complex Environments"

**Speaker: Todd Pugh, Executive Director of  
CivicInfo BC / Instructor, School of Public  
Administration, Capilano University**

Executive Assistants (EAs) are the administrative backbone that supports local government leaders, however the ebbs and flows of local politics can significantly impact their roles, responsibilities, and effectiveness. This session will provide EAs with insights and strategies to navigate the complexities of the political environment in which they work.

Through practical examples, participants will delve into the intricacies of political acumen, learning how to anticipate and adapt to shifts in leadership, policy priorities, and public sentiment.

Attendees will gain a deeper understanding of how political changes can directly influence the day-to-day tasks and decision-making processes of EAs. From managing expectations to fostering effective communication channels, participants will explore how to survive and thrive in a constantly changing environment.

### **Key Learning Objectives:**

- Explore techniques for maintaining professionalism and neutrality.
- Identify strategies for adapting to shifting priorities.
- Learn how to communicate and coordinate with stakeholders during times of uncertainty and transition.
- Develop skills for leveraging change as an opportunity for personal and professional growth.

This session will empower Executive Assistants with tips to navigate sometimes-turbulent waters, while continuing to provide invaluable and crucial support to municipal leaders and local government organizations.

### **About the Speaker:**

**Todd Pugh  
Executive Director,  
CivicInfo BC &  
Instructor, School of  
Public Administration,  
Capilano University**

To assist with creating an updated bio for this Conference, Todd Pugh pasted his curriculum vitae into an AI chatbot. This is what the chatbot said:

"Todd Pugh has been quietly making his mark in the world of local government since he started as a parks worker in the 1990s. In his current role as Executive Director of CivicInfo BC - a not-for-profit local government information and data service - Todd has been involved in some projects that have probably been, well, helpful. Noteworthy: he designed Canada's first province-wide local government election reporting system, and he also played a part in creating the nation's largest local government job boards. These and other things have probably made a difference to someone, somewhere.

Since 2007, he's also been teaching in the Local Government Program at Capilano University's School of Public Administration, where British Columbia's future local government leaders go to study.

With a BA in History and Political Science from the University of British Columbia and a Masters in Public Administration from the University of Victoria, Todd's got the formal qualifications to, you know, do what he does. He does a lot of public speaking, and if you happen to catch him speaking at a conference or something, he'll probably share some insights that might make you nod your head or maybe doze off a bit.

When he's not doing day job stuff, Todd pops up as a community volunteer. He's a Past President of the Saanich Peninsula Minor Hockey Association, and apparently, he's been hanging out as a leader with Scouts Canada. He lives in North Saanich on Vancouver Island with two kids, one wife, and no pets."



**Todd Pugh**

## 10:30 a.m. to 10:45 a.m. Refreshment Break

Time to hit pause and refresh at the morning break! Step away from the hustle and bustle of sessions to indulge in a break that's anything but ordinary. It's not just a break—it's a chance to recharge, refuel, and strike up a conversation with a new colleague!

## 10:45 a.m. to 11:45 a.m. Plenary Session: “Unlocking Multigenerational Success: Strategies for Recruitment and Retention in Local Government ”

**Speaker: Flo Follero-Pugh, Owner, Tall Cedars  
Search & Recruitment**

Recruitment and retention have become herculean tasks for local government leaders to manage, with four generations making the workplace the most diverse it has ever been. While CAOs manage the selection of new staff into your organization, you have a bird’s eye view of the whole process and have a unique opportunity to help foster an inclusive, attractive work environment. Explore strategies to better understand new hires and colleagues within a multigenerational framework. Participants will engage in tabletop discussions to maximize peer learning opportunities.

### **Learning Outcomes:**

- Understand recruitment and retention issues from the lens of the multigenerational workplace.
- Explore how generational differences provide clues into how work-related values translate into everyday action.
- Identify how to foster an equitable, inclusive work environment that will attract new talent across generations and encourage the retention of current staff.

## About the Speaker

**Flo Follero-Pugh  
Owner, Tall Cedars  
Search & Recruitment**

Flo (she / her) spent six years as an Associate for the search firm James R. Craven & Associates Ltd. She supported the team with executive searches for municipalities, regional districts, and First Nations, working as the main interface between clients and candidates. Upon Jim’s retirement in 2020, Flo took responsibility for the business and created Tall Cedars Search & Recruitment. Flo is most passionate about helping people thrive in their work, whatever that work might be.



*Flo Follero-Pugh*

## 12:00 Noon to 1:00 p.m. Luncheon Mixer

Get ready to mix, munch, and make connections at the ultimate networking lunch of the EA Conference! This isn't your average midday meal—it's a chance to feast on delicious food while forging invaluable professional relationships. Grab a plate, grab a seat, and let the conversations flow as you bond with fellow attendees over a scrumptious spread. Whether you're swapping ideas, sharing experiences, or simply enjoying great company, this networking lunch is where the magic happens. So, dig in, network like a pro, and let's turn your lunch break into a powerhouse of productivity and fun!

## 1:00 p.m. to 1:45 p.m. Plenary Session: “Event Planning in Municipal Government: A Comprehensive Guide”

### Speakers:

- **Julia McDevitt, Owner and Principal Planner, of Elm City Events**
- **Carolina Correa, Events Manager, Elm City Events**

Join us for an informative session on Event Planning in Municipal Government, where you'll gain practical insights and valuable tips for organizing successful events within your community. Led by Fredericton's Elm City Events, experts in municipal event management, this session will cover a wide range of topics essential for planning various municipal events, including employee recognition events, leadership retreats, protocols for dignitaries, flag raisings, Mayor's special events such as Tree Lighting ceremonies, golf tournaments, and New Year's Levees.

### Key Highlights:

- Learn best practices for coordinating municipal events from start to finish including meeting space, AV equipment, catering and what to include on a registration form to ensure you get all of the details you need.
- Understand the importance of protocol and etiquette when hosting dignitaries and VIPs.
- Discover strategies for creating memorable and impactful employee recognition events.
- Gain insights into the logistics of organizing flag-raising ceremonies and Mayor's Tree Lighting events.
- Explore techniques for facilitating successful leadership retreats and team-building activities.

In addition to practical insights, attendees will receive a comprehensive checklist outlining essential tasks and considerations for event planning. Whether you're a seasoned event planner or new to the role, this session will equip you with the knowledge and tools you need to execute successful events that engage your community and showcase your municipality's achievements. Cap off your experience with an interactive Q&A session, providing you with the perfect opportunity to address any lingering queries or concerns you may have.

### About the Speakers:

#### **Julia McDevitt, CMP Owner & Principal Planner Elm City Events**

Julia McDevitt, CMP started Elm City Events in 2021 after working at the University of New Brunswick as the Senior Director of Conference Services. Although not born in Fredericton, she has been proud to call Fredericton home for over ten years.



**Julia McDevitt**

Julia is a lifelong learner and believes strongly in always continuing education in your field of interest. She holds a Bachelor of Business Administration degree from St. Francis Xavier University, a Bachelor of Education degree from the University of New Brunswick, completed her Certified Meeting Professional (CMP) Certification in 2018 and is currently completing her Master's of Business degree from the University of New Brunswick.

Julia was named Meeting Professional of the Year by MPI Atlantic in 2017, Professional of the Year by Unique Venues in 2019 and received the award for Excellence & Leadership from the Canadian University and College Conference Organizers Association in 2022.



**Carolina Correa**  
**Events Manager**  
**Elm City Events**

Carolina is passionate about creating memorable experiences.

Her background lies in the intersection of theatre and film, event production and operations management.

She started her career working on film sets while attending school in Los Angeles, California before moving to her native country, Brazil, and coordinating events, conferences, and experiences for Aerolito, a company that accelerates desirable futures through education, innovation, and technology. She then pivoted to Perestroika, a company that designs disruptive learning spaces through original creative methodologies, where she managed different demands related to event production and operations.

After living in Fredericton for a couple of years and falling in love with the city and the Maritime hospitality, she joined Elm City Events in 2023. With her go-beyond attitude and attention to detail, she has led multiple accounts at Elm City Events, being involved with events across Canada. Her diverse background and experiences bring a fresh perspective to event planning.



*Carolina Correa*

**1:45 p.m. to 2:45 p.m.**  
**Plenary Session: “Empowering Executive Assistants: Strategies for Influence, Impact, and Professional Growth”**

**Speaker: Nina McCarthy, Deputy Fire Chief, City of Fredericton**

In today's dynamic work environment, Executive Assistants play a crucial role in supporting their teams and organizations. Yet, often operating behind the scenes, they may face challenges in asserting their value and expanding their influence within the workplace. This session is designed to equip Executive Assistants with practical strategies for recognizing and solidifying their significance in the professional landscape.

With a focus on navigating the complexities of influence when not in charge, attendees will gain insights into effective communication techniques, relationship-building strategies, and assertiveness skills. The session will explore how Executive Assistants can proactively demonstrate their value by taking ownership of their responsibilities, showcasing their unique skills and contributions, and fostering collaborative relationships with colleagues at all levels.

Moreover, the session will delve into the importance of establishing a professional position as a valued team member. From managing up effectively to advocating for their needs and aspirations, participants will discover practical approaches for elevating their professional presence and impact within their respective organizations.

Led by Nina McCarthy, Fredericton Deputy Fire Chief, a seasoned professional with extensive experience in executive support roles, this session promises to be engaging, insightful, and actionable. Attendees will leave feeling empowered and equipped with the tools and strategies needed to thrive as influential contributors within their teams and beyond.

#### **Key Takeaways:**

- Techniques for effective communication and relationship-building.
- Strategies for asserting influence and demonstrating value.
- Approaches for managing up and advocating for professional growth.
- Insights into establishing a strong professional position within the organization.

Join us for an inspiring session tailored to empower Executive Assistants in enhancing their impact and influence.

#### **About the Speaker:**

##### **Nina McCarthy Deputy Fire Chief City of Fredericton**

Nina McCarthy is passionate about culture, people, and the ability to influence positive change. She is motivated by knowledge sharing and the potential of empowered teams.

With nearly 25 years of experience, her journey has seen her transition from a Firefighter to roles in Fire Prevention, Investigation, Corporate Services, and ultimately Deputy Chief of the Department since early 2019.

Nina holds a BA in Criminology, an MPhil in Policy Studies and an MSc in Human Resource Management. She has a Black Belt in Lean Six Sigma, is a trained firefighter, fire inspector, certified fire and explosion investigator instructor, wildland fire investigator, and expert witness in fire cause and origin determination. She has been recognized by the Canadian Association of Fire Chiefs with an Executive Fire Chief Officer (ECFO) designation for her level of competency as a Chief Officer in the Fire Service.



**Nina McCarthy**

#### **2:45 p.m. to 3:00 p.m. Refreshment Break**

Get ready to wrap up the EA Conference with a bang at our final refreshment break! As we gear up for the closing keynote, it's a chance to savor the last moments of this incredible journey together. So, grab a treat, strike up a conversation, and let's make this refreshment break the perfect prelude to an unforgettable closing session!

## 3:00 p.m. to 4:00 p.m. Closing Keynote - The "Success-Energy" Equation - Beat Burnout. Harness your Energy. Streamline Success.

**Speaker: Michelle Cederberg**

In this high-energy keynote, Health and Productivity Expert Michelle Cederberg shares research from her latest book *The Success-Energy Equation*. After years of studying top-in-class professionals she's uncovered obvious, though rarely recognized, or exercised ways to streamline success, reduce stress and eliminate exhaustion.

From fail-proofing your routines, to clarifying your goals, and finally breaking free from the traps of distraction, Michelle uncovers a powerful combination of scientific facts, health truths, and laughable human behaviors that when implemented, will set you apart from the average ambitious individual and help you solve your own personal formula for success in profound ways.

### Key Outcomes & Impact:

- Develop a clearer understanding (and newfound sense of humor) about where your energy is being 'poured, invested or drained'.
- Learn how to overcome common barriers like distractions and bad habits, to become more consistent with your goals and outcomes.
- Discover four science-backed variables that can significantly impact your goals, confidence, productivity, and success.
- Streamline, optimize and eliminate unnecessary stressors to boost productivity and drive you, and your company, to new levels of true success.

The "Performance Igniter": Geared towards high-performers, leaders, and those in busy, heart-centered industries—this keynote delivers action-ready strategies and science-backed principles that leave audiences refreshed, motivated and ready to experience your own next personal best.

### About the Speaker:

#### Michelle Cederberg

For over twenty years, Health and Productivity Expert Michelle Cederberg has captivated audiences across North America with her empowering and humorous messages that educate busy, driven professionals about how to set chase worthy goals, revive energy, and ignite high performance.

As an in-demand author, coach, and consultant, she believes that success is directly influenced by how well we harness the physical, mental and emotional capacity we each have within us. She enthusiastically calls on science to help people boost that capacity, so they can work and lead with confidence, and create the life and career they want.

**Education & Focus:** Michelle holds a Masters in Kinesiology, a BA in Psychology, a specialization in Health & Exercise Psychology, is a Certified Speaking Professional, Certified Exercise Physiologist, and a High-Performance Coach. In 2023 she was inducted into the Canadian Speaking Hall of Fame. She truly combines mind, body, and practicality to inspire change.

**Best Selling Author & Influencer:** Michelle is the author of four books. Her latest publication "The Success-Energy Equation" debuted as a bestseller in October 2020 – helping to revolutionize the idea that burnout and stress don't have to be part of success.



**Michelle Cederberg**



**CAMA CONFERENCE FOR  
EXECUTIVE ASSISTANTS  
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*Empowering Executive Assistants for Tomorrow*

**Questions?**

Contact Jennifer Goodine,  
CAMA Executive Director

1-866-771-2262 or [admin@camacam.ca](mailto:admin@camacam.ca)

Register by September 1, 2024 to get  
the Early Bird Pricing!