



CAMA CONFERENCE FOR EXECUTIVE ASSISTANTS IN LOCAL GOVERNMENT



2025 CAMA Executive Assistants in Local Government Conference Highlights

A Visual Journey Through Our Time in our Nation's Capital
October 5-7, 2025 | Ottawa, Ontario



A MESSAGE FROM THE CAMA EXECUTIVE DIRECTOR

It is with tremendous pride and joy that I share this Post-Conference Brochure capturing the unforgettable moments, learning, and laughter from our 2nd Annual CAMA National Conference for Executive Assistants in Local Government. What began as a vision to recognize the vital role of EAs has now evolved into a movement—one that celebrates leadership, professionalism, and connection across every corner of our country.

From the walking tours through Ottawa's historic streets to the stunning penthouse views at the Welcome Reception, every experience reflected the pride and purpose that Executive Assistants bring to local government. This year's Conference marked a defining moment with the official launch of **CAMEA—the Canadian Association of Municipal Executive Assistants**, a national voice dedicated exclusively to your growth, recognition, and community. The excitement in the room as those words—*Your Association. Your Voice. Your Future.*—rang out will be remembered for years to come.

Over three inspiring days, we learned, laughed, and even danced together—from Sarah McVanel's hip-hop keynote and Rhonda Scharf's humor and wisdom, to the Red & White "Toast to Canada" that reminded us how powerful it is when this community comes together.

We explored how EAs are driving innovation, fostering reconciliation, building trust, and leading with heart in their organizations every day.

My deepest thanks to the CAMA Board, our Gold Partner **Government Frameworks**, and the exceptional team at **Elm City Events** whose creativity and collaboration make these gatherings shine. Most importantly, thank you—to every EA who showed up, shared your voice, and made history once again.

As we turn the page to the next chapter with CAMEA's official launch in January 2026, I hope these pages remind you of what we've built together: a community that uplifts, empowers, and leads with purpose. The best is yet to come.

With heartfelt appreciation and admiration,

Jennifer Goodine
Executive Director, CAMA & CAMEA

Thank you to photographers **Eric Reid** and **Kamara Morozuk** for capturing the highlights and memories of our event.

CONFERENCE DAY ONE - SUNDAY, OCTOBER 5, 2025

A Defining Moment - The Launch of CAMEA and a New Era for Executive Assistants

Day One began with delegates stepping out to explore Ottawa through a series of guided walking tours, offering a perfect balance of culture, conversation, and connection. Executive Assistants from across Canada enjoyed discovering the capital's historic landmarks, stunning architecture, and scenic views of Parliament Hill—a fitting prelude to a Conference focused on leadership, pride, and national connection.

Some delegates also joined **Laura Campmans, Executive Assistant, Mountain View County, AB** to participate in the **CIBC Run for the Cure**, proudly representing the CAMEA community while supporting an important cause.

The tours and morning activities offered delegates a chance to network in a relaxed setting, share stories, and experience the vibrancy of the host city firsthand.



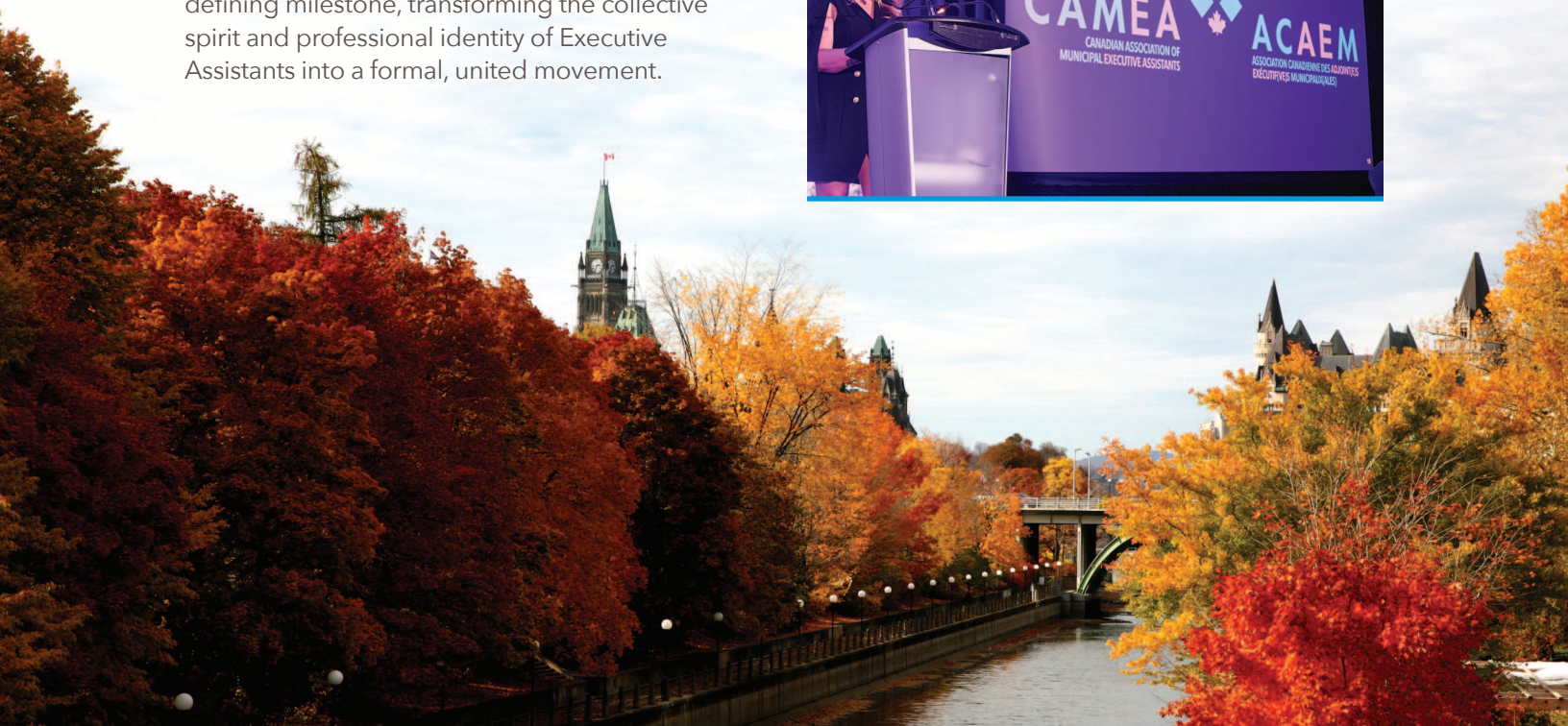
"This was the most incredible Conference – you could feel the thought, detail, and heart that went into every moment. I've never felt more seen or understood in my role."

- Inspired EA



The 2nd Annual CAMA Executive Assistant Conference officially opened with high energy, purpose, and pride, celebrating the growing recognition of Executive Assistants in local government. Master of Ceremonies **Jennifer Goodine**, Executive Director of CAMA, set an inspiring tone as she welcomed more than 200 delegates from across Canada. She acknowledged the vital support EAs provide to their municipalities and shared her own three-decade journey from Fredericton City Hall to leading CAMA. CAMA President **Brenda Orchard** followed with heartfelt remarks on behalf of the Board, commending EAs as “trusted advisors, problem-solvers, and leaders in their own right.” The Indigenous opening led by **Elder Claudette Commanda** grounded the event in respect and reflection, reminding participants of the importance of connection, community, and gratitude.

The evening culminated in a historic moment as Jennifer unveiled **CAMEA—the Canadian Association of Municipal Executive Assistants**—a first-of-its-kind national association dedicated exclusively to EAs in local government. Amid cheers and music, the “Voice of Authority” declared, “*CAMEA—Your Association. Your Voice. Your Future.*” The announcement marked a defining milestone, transforming the collective spirit and professional identity of Executive Assistants into a formal, united movement.





Opening Keynote – Sarah McVanel, “The FLIP Side of Failure: Ignite Resilience, Relationships & Retention through Failing Forward!”

Opening the Conference with boundless energy and humour, recognition expert **Sarah McVanel** set the tone for two days of learning, laughter, and self-discovery. Through her engaging *FLIP* framework—**Fail, Learn, Ignite, Praise**—Sarah reframed failure as a catalyst for growth rather than a setback. She challenged Executive Assistants to embrace imperfection, see mistakes as fuel for innovation, and recognize greatness in themselves and others. “Failure isn’t the opposite of success—it’s part of the path to it,” she reminded the audience, emphasizing that resilience lies not in avoiding failure but in learning from it.



In true Sarah style, the session was far from traditional—the **highlight came when she broke into hip-hop moves, inviting the audience to join in**, turning the ballroom into a celebration of confidence, rhythm, and joy. Her spontaneous dance lesson earned her the affectionate title of “our next Beyoncé”, perfectly capturing her message that greatness shines brightest when we dare to be authentic, playful, and unapologetically ourselves. Delegates left inspired, energized, and ready to “flip” their mindset—seeing failure not as kryptonite, but as a superpower.

Welcome Reception: A Penthouse Kickoff with Style and Connection

Delegates gathered high above the City skyline at the Delta Ottawa's stunning Penthouse Level, where sweeping views of Parliament Hill and the illuminated downtown skyline set the perfect tone for an unforgettable evening. The soft rhythms of a live jazz trio filled the room, creating an atmosphere of elegance, energy, and warmth as Executive Assistants from across the country reconnected and met new peers for the first time.

Guests enjoyed exquisite food and lively conversation while taking advantage of unique experiences designed to blend professionalism with fun. Once again, delegates could capture **professional headshots**, perfect for refreshing LinkedIn profiles or marking this special milestone. Laughter echoed as others sat for **personalized caricature sketches**, adding a creative twist to the night and producing keepsakes that perfectly reflected the personalities and spirit of the group.

The combination of panoramic views, live music, and meaningful networking made this more than just an opening event—it was a celebration of connection, confidence, and community. The evening truly set the stage for a week filled with inspiration, learning, and unforgettable memories.



CONFERENCE DAY 2 - MONDAY, OCTOBER 6

Empowered to Evolve - Leadership, Learning, and a Toast and Celebrating Canadian Pride

Day Two built on the excitement of the opening, inspiring delegates to embrace change, lead with confidence, and celebrate their evolving roles. From exploring the impact of AI to charting leadership journeys and strengthening the EA-CAO partnership, the sessions blended innovation, authenticity, and empowerment. The day closed on a high note with the Red & White Night—an unforgettable celebration of Canadian pride, connection, and community.

Is AI Stealing Your Job? The Impact of Artificial Intelligence on Your Future

Award-winning speaker and author **Rhonda Scharf** delivered a lively, humorous, and thought-provoking keynote exploring how artificial intelligence is reshaping the administrative profession—and why Executive Assistants should feel empowered, not threatened, by it. Drawing from her book *"Alexa is Stealing Your Job: The Impact of Artificial Intelligence on Your Future"*, Rhonda reassured delegates that AI isn't replacing EAs, but rather transforming their roles by automating repetitive tasks and freeing them to focus on higher-value, human-centered work.

Through engaging stories and interactive demonstrations, she traced the evolution of workplace technology from Clippy to Copilot, highlighting how adaptability, curiosity, and emotional intelligence will define the next generation of administrative excellence. Using examples from Canadian municipalities already applying AI in service delivery, Rhonda challenged attendees to embrace innovation while safeguarding authenticity, critical thinking, and empathy—the qualities no machine can replicate. Her uplifting message: **AI won't steal your job—unless you refuse to evolve.**



From EA to Executive - Charting Your Leadership Journey

In this inspiring and candid conversation, CAMA President **Brenda Orchard** led a discussion with **Lisa Niblock** and **Shannon Harrower**, two Chief Administrative Officers who began their municipal careers as Executive Assistants. Both shared deeply personal stories of perseverance, mentorship, and self-belief—showing how the skills honed behind the scenes translate into exceptional leadership. Lisa reflected on being underestimated early in her career (“a letter to the editor called me *the secretary they turned the town over to*”) and how she learned to tune out negativity and focus on her cheerleaders. Shannon spoke about her unconventional path—starting at a landfill, working her way to EA, and eventually becoming a CAO while raising young children, including bringing her baby to work during the pandemic.

The panel explored practical lessons for aspiring leaders: seek out mentors, volunteer for challenging projects, demonstrate initiative, and never underestimate the political acumen and emotional intelligence gained as an EA. Both Lisa and Shannon emphasized setting boundaries and staying authentic—balancing demanding leadership roles with family life and personal values. As Shannon summarized, “You are replaceable at work, but never at home,” while Lisa reminded delegates that “integrity and trust are your greatest assets—stay true to who you are.” Together, their stories embodied resilience, courage, and the message that leadership is not a destination, but a mindset rooted in confidence, compassion, and community impact.





Dynamic Duos: Elevating the EA-CAO Partnerships for Modern Leadership

This lively and insightful discussion facilitated by Terri Brennan (EA to the CAO for the Municipality of North Cowichan, BC) showcased the deep trust, communication, and adaptability that define the most effective Executive Assistant–Chief Administrative Officer partnerships. Both teams emphasized that **trust is earned through consistency, shared values, and open dialogue**, with Sonya Pritchard (CAO, Dufferin County, ON) noting that “trust just gets stronger day after day because of the open communication we have,” while Peter Neufeld (CAO, Municipality of Leamington, ON) described predictability as “knowing each other’s values and applying them consistently.” The panelists shared how their relationships evolved from administrative support to **true strategic partnerships**, where EAs take leadership roles in organizational initiatives and help advance corporate culture. Andrea Palichuk (EA to the CAO, Municipality of Leamington, ON) captured the modern EA mindset powerfully, saying she works *with* her CAO, “not for him,” adding, “I’m in this role because my skill set is also executive.” Corinne Nielsen (EA to the CAO, Dufferin County), highlighted the growing strategic scope of the EA role, explaining, “One thing that we formalized over time is that I take the lead on anything administrative across the organization...we created a small focus group of admin people who really had a high invested interest in doing streamlining across the organization. It’s allowed me to build a lot of trust across the organization – trust that goes beyond the relationship with the CAO.”

Key themes included **mutual respect, emotional intelligence, and humor as resilience tools**, particularly in managing burnout and maintaining perspective. The duos highlighted the importance of candid check-ins (“Are you lying to me?” / “Yeah.”), celebrating laughter as essential to endurance. They also discussed practical collaboration strategies—regular check-ins, shared digital tools like Teams, and flexibility—as well as boundaries with Council and navigating dual roles between political and administrative priorities. Closing the session, Sonya praised Corinne’s ability to “tell people to get their act together in the nicest way possible,” while Peter reflected that Andrea reminds him “who I am here to support – the future generations.”

Together, the four leaders illustrated how **the EA-CAO relationship, when grounded in trust and shared purpose, becomes a cornerstone of modern municipal leadership.**



Your FLIP Moment is Now: How Unsung Heroes Can Recognize Their Own Greatness

In this highly interactive and energizing session, **Sarah McVanel** empowered Executive Assistants once again to embrace their own greatness by reframing self-doubt, failure, and external labels into opportunities for growth and recognition. Using her **FLIP model**—focused on *Failing Forward, Learning, Igniting, and Praising*—Sarah guided participants through exercises to shift from self-criticism to self-compassion. She reminded attendees that “what gets appreciated gets repeated,” encouraging them to build personal ‘greatness business cards’ highlighting their strengths and to reframe negative labels (like “bossy” or “too emotional”) into empowering ones such as “leader,” “empathetic,” or “caring.”

McVanel’s humor, warmth, and authenticity created an atmosphere of joy and reflection. She reminded participants that self-recognition fuels resilience: “Be as kind to yourself as you are to others.” Through shared laughter and candid conversations, the group explored how appreciation—both given and received—creates stronger teams and healthier workplaces. Closing with an original song celebrating Executive Assistants, Sarah reinforced her message that “on the flip side of failing, the power is you.”



How to Have Those Difficult Conversations

In her signature mix of humor, candor, and practical wisdom, **Rhonda Scharf** tackled one of the toughest aspects of professional life—having difficult conversations—with empathy and confidence. She reminded attendees that “avoiding difficult conversations doesn’t make them go away—it just makes them worse,” and shared a clear, actionable framework for handling them with professionalism. Through interactive exercises and relatable examples, Rhonda demonstrated how to manage defensiveness, emotions, and silence, emphasizing the power of using “I language” to de-escalate conflict (“I felt embarrassed in the meeting” instead of “You embarrassed me”). Her hands-on “push-back” activity illustrated how quickly tension escalates and why listening, calmness, and compassion are key to maintaining trust.

Participants learned Rhonda’s **SAGE model**—a simple but powerful tool for approaching challenging discussions wisely: *State the situation, Ask questions, articulate your Goal, and Engage in dialogue*. She encouraged EAs to prepare in advance, identify the real issue, and “begin with the end in mind,” while remembering that tone and timing matter as much as words. “You can’t control someone else’s behavior,” she reminded the audience, “but you can control your own.” With warmth and encouragement, she closed by challenging attendees to stop delaying the hard talks: “We may not do them perfectly—but not having the conversation at all is the real failure.”



Red and White Night - A Toast to Canada

As the sun set over Ottawa, delegates traded their business attire for **red and white** and gathered at **Lowertown Brewery & Sky Lounge** in the ByWard Market for the much-anticipated **Casual Night Out - A Toast to Canada**, proudly sponsored by **Government Frameworks**. The evening embodied pure Canadian spirit—complete with hearty comfort food, laughter, and song.

Dressed in their finest maple leaf colours, attendees filled the venue with joy and CAMA-raderie, feasting on Canadian classics and taking turns at **live band karaoke**.

The highlight of the night came when **Angelina Richards, Executive Assistant to the CAO for the Town of Paradise**, delivered an unforgettable solo performance of “Hallelujah” that brought the crowd to its feet. The fun continued with an **AI photo booth**, where delegates selected characters to “become” for the night—resulting in hilarious, creative, and uniquely Canadian snapshots.

The **Red & White Night** was more than just a party—it was a celebration of community, creativity, and pride. It perfectly captured the essence of the Conference: Executive Assistants united, confident, and full of heart—singing together in a true toast to Canada.





CONFERENCE DAY 3 - TUESDAY, OCTOBER 7

Harmony in Leadership - Service, Strategy, and the Power of Connection

The final day of the CAMA Executive Assistant Conference struck the perfect balance between reflection, learning, and celebration. Through a series of dynamic and heartfelt sessions, delegates explored how Executive Assistants are driving excellence in service delivery, building bridges with Indigenous partners, leading innovation and efficiency, and sharing practical solutions with peers. The day culminated in an unforgettable closing keynote on the healing and unifying power of music—reminding everyone that connection, empathy, and authenticity remain at the heart of great leadership. As the Conference drew to a close, the energy in the room was one of gratitude, pride, and harmony—a fitting finale to three days that defined not just professional growth, but a movement.

"I both laughed and cried at this Conference. I felt lighter going home."

- Moved EA



Behind the Scenes: EAs Driving Exceptional Internal and External Customer Service

In a lively and practical session, **Andrea Chambers**, Executive Assistant to the Mayor and CAO for the Town of Lincoln, ON, shared her municipality's two-year journey to transform customer service culture from the ground up—without a major budget. Using the “**red balloon**” metaphor to illustrate de-escalation and emotional regulation when dealing with difficult residents (“slowly let the air out instead of letting it explode”), Andrea emphasized that municipal service excellence starts with **empathy, consistency, and accountability**. “Residents can’t take their tax dollars elsewhere,” she said, “so the only thing that sets us apart is the service we provide.” Her team built Lincoln’s customer service strategy through staff collaboration, setting standards like 24-hour acknowledgment of inquiries, shared response templates, and a **Customer Service Ambassador program** where every department—unionized and administrative alike—champions service excellence.

Interactive table discussions invited delegates to exchange ideas on communication templates, tech solutions, de-escalation, and internal collaboration. Highlights included **QR-coded business cards for field staff**, **SharePoint resource hubs**, and a “report a concern” tool offering real-time updates to residents. One key takeaway was that **culture change doesn’t require big budgets—just shared commitment and creativity**. Andrea also stressed recognition and equity, noting Lincoln’s new awards program allows **citizens to nominate staff**—a first for the municipality. Closing with a message from her CAO proclaiming that “customer service is non-negotiable,” Andrea reminded attendees that lasting excellence comes from within: “*The journey is never over. Keep evolving, keep listening, and keep serving.*”





Bridging Protocols and Partnerships: Supporting Indigenous Engagement in Municipal Government

In this thoughtful and deeply personal session, **Marc Forgetting**, founder of **Makatew Workshops** and a proud **French Algonquin member of the Apitipi Anicinapek Nation**, invited attendees to explore how municipalities can build respectful, authentic, and lasting relationships with Indigenous communities. Drawing from his own experiences, Marc underscored that *reconciliation begins with education and humility*. He encouraged EAs and municipal leaders to “start with curiosity, not fear,” reminding them that authentic engagement requires understanding traditional protocols, territorial acknowledgments, and the importance of listening before acting. “*It’s not about perfection—it’s about intention*,” he said, emphasizing that small, consistent gestures of respect build trust over time.

Marc guided participants through the “**Four Rs**” of Indigenous relationship-building—**Respect, Reciprocity, Responsibility, and Relevance**—and encouraged municipalities to reflect these values in everyday practices, from how meetings begin to how partnerships are formed. He also spoke about the symbolic power of ceremony and cultural exchange, noting that “*when you bring Indigenous voices to the table, you’re not just inviting participation—you’re sharing leadership*.” The key takeaway was clear: reconciliation is not a project but a mindset, and municipal staff—especially Executive Assistants who often shape first impressions—play a vital role in ensuring that relationships with Indigenous partners are approached with sincerity, patience, and cultural awareness.

“You and your team knocked it out of the park! Every detail was perfect – the energy, the organization, the speakers – all top-notch.”

– Impressed EA

Efficiency in Action: Streamlining Operations for Maximum Impact

This dynamic and fast-paced session explored how Executive Assistants can lead operational efficiency and innovation within their organizations.

Facilitator **Pamela Nicholson (Senior Strategy Consultant with Government Frameworks)** guided the discussion around the systems, habits, and digital tools that save time and strengthen collaboration—especially across complex municipal environments. The panelists shared tangible examples of how they've streamlined internal processes through **standardized workflows, automation, and strategic communication**, all while maintaining a people-centered approach. A recurring theme was that efficiency is not just about doing more with less—it's about **creating clarity and reducing friction** so that everyone can perform at their best. As Shelley Westlake-Brown (EA to Mayor, Council, CAO & Deputy CAO, Township of Springwater, ON) noted, *"Efficiency doesn't mean rushing—it means working with intention."*

The group highlighted the power of **collaboration tools like Microsoft Teams, Power Automate, and shared digital dashboards** to improve transparency and accountability. Tina Lee (EA to the CAO, Regional Municipality of Durham, ON) emphasized that clarity in expectations and consistent follow-up are just as crucial as the tools themselves, adding, *"If everyone knows the process, the pressure disappears."* Gema Kramer (EA to the Chief Medical Officer, Niagara Public Health & Emergency Services, ON) encouraged EAs to see themselves as "efficiency catalysts," bridging gaps between departments and ensuring decisions translate into action. Key takeaways included the importance of documenting repeatable processes, leveraging AI-supported automation, and regularly reviewing workflows to eliminate redundancies. The overarching message was empowering: **when EAs champion efficiency, they elevate not just operations—but the entire organization's capacity to lead, respond, and deliver results.**





Hot Topics Workshop – Peer-to-Peer Exchange for Executive Assistants

This lively and interactive session, led by **Rhonda Scharf**, brought the energy back into the room with a fun and fast-paced peer-to-peer exchange designed to harness the collective expertise of Executive Assistants from across the country. Delegates rotated between themed discussion tables, each centered on a “hot topic” relevant to the evolving EA role. The workshop explored:

- **Email and Excel Tips:** practical hacks for managing overflowing inboxes, improving productivity, and mastering data tools.
- **Tech Recommendations and Office Organization:** best practices for leveraging digital tools, streamlining workflows, and staying organized in hybrid environments.
- **Results Without Authority and Dealing with Difficult People:** strategies for influencing outcomes, building credibility, and maintaining professionalism under pressure.
- **Building Partnerships and Minute Note Taking:** strengthening relationships with leaders and teams while capturing clear, actionable records of key discussions.

Each rotation sparked lively conversation and practical idea-sharing, allowing delegates to learn directly from one another’s real-world experiences. The session wrapped with a collaborative debrief, where Rhonda synthesized the group’s key takeaways – emphasizing communication, adaptability, and confidence as the cornerstones of success in the modern EA role.

“Where do I begin? Everything was exceptional – the seamless flow between sessions, the food, and most of all, being surrounded by people who ‘get it.’ I left feeling inspired and proud to be an EA.”

– Proud EA

“It was so great to finally have a Conference made specifically for EAs in local government. There really isn’t anything else like it.”

– Appreciative EA

Closing Keynote: “The Music Advantage - How the Power of Music Can Elevate Work, Well-Being, and Connection”

Jennifer Buchanan, an acclaimed music therapist and author, delivered a deeply moving and interactive keynote on how music can be a transformative force in work, wellness, and leadership. With humor, warmth, and vulnerability, she shared her belief that *“music isn’t just background noise—it’s a tool for healing, connection, and creativity.”* Using stories from her 35-year career, she illustrated how intentional use of music can turn stress into strength, helping professionals “find their glimmer” even in challenging times. One standout story about her grandfather’s stroke and the moment music reconnected their hearts reminded the audience of music’s power to bridge generations and emotions.

Buchanan guided participants through the “science of sound”—how rhythm, tone, tempo, and lyric affect mood, cognition, and focus—and invited the audience to sing along to classics like “Country Roads” and “Lean on Me.” Through laughter, reflection, and song, she emphasized that every individual has “music in their DNA” and encouraged attendees to bring 5-10% more music into their daily lives. Her message was equal parts inspiration and prescription: *“Music helps us remember what matters most. It reminds us that we belong.”* The session closed with a standing-room chorus of “Lean on Me,” symbolizing connection, hope, and the harmony created when people come together in purpose and song.



Conference Closing Remarks: A Celebration of Connection, Legacy, and Leadership

CAMA Executive Director **Jennifer Goodine** took the stage following the keynote to deliver closing remarks that perfectly encapsulated the spirit of the week—gratitude, empowerment, and community. Visibly emotional, she thanked attendees for making history. *“Never forget how special each of you are—personally and professionally,”* she told the crowd, pledging to remain their biggest cheerleader behind the scenes. Jennifer previewed the exciting future of the new **CAMEA Association**, announcing its official launch date (January 7, 2026), upcoming mentorship and Leadership Link networking programs, and the next **EA Master Class Series** featuring topics on de-escalation, Indigenous relations, mental health, and an EA panel.

Her closing remarks were a heartfelt tribute to the MCs, speakers, sponsors, and the incredible staff and Elm City Events team. The ballroom filled with cheers and music as she recognized each person who helped make the Conference truly unforgettable.



The celebration concluded with a video of **Calgary 2026**—and a powerful closing message that captured the movement’s essence:

“This was more than a Conference—it was the beginning of a movement. As you return home, remember you are part of something bigger. Keep building, keep believing, and keep shining.” With tears, laughter, and the joyful chorus of “Celebration” playing through the ballroom, Jennifer’s closing remarks left attendees inspired, united, and proud—ending the CAMA EA Conference on an unforgettable high note.



HONOURING THE TEAM BEHIND THE SCENES

Celebrating CAMA's All-Star Conference Champions

With immense pride and gratitude, we recognize the incredible team whose talent, dedication, and heart made this Conference a truly seamless and unforgettable experience. A special thank you to **Julia McDevitt** and **Carolina Correa** of *Elm City Events* for their unwavering commitment, creativity, and expertise; to **Alycia Bartlett** for her valued support; and to **Doreen Nakhle** for her exceptional contributions.

Their professionalism, positivity, and teamwork brought CAMA's vision to life—creating an event that exceeded every expectation. Together, they truly are *The Dream Team*!

- Jennifer Goodine, CAMA Executive Director
- Julia McDevitt, Owner, Principal Planner, Elm City Events
- Carolina Correa, Director of Events, Elm City Events
- Alycia Bartlett, Director of Communications, Province of New Brunswick
- Doreen Nakhle, Executive Assistant, Office of the City Clerk, City of Fredericton



Jennifer Goodine



Julia McDevitt



Carolina Corre



Alycia Bartlett



Doreen Nakhle

Appreciating Our Masters of Ceremonies

Equally deserving of recognition are our outstanding Masters of Ceremonies, who played a pivotal role in shaping the flow and spirit of the Conference. With confidence, warmth, and professionalism, they guided attendees through each session—ensuring smooth transitions, maintaining momentum, and creating an atmosphere that was both welcoming and engaging.

Their presence brought structure, personality, and connection to the event. From setting the tone each morning to celebrating the moments that mattered most, they exemplified grace under pressure and a genuine commitment to making the experience memorable for everyone.

Simply put, they were the heartbeat of the Conference.

- Cassandra Rutland, Executive Assistant to the CAO for the Region of Peel, ON
- Tina Lee, Executive Assistant to the CAO for the Regional Municipality of Durham, ON
- Terri Brennan, Executive Assistant to the CAO for the Municipality of North Cowichan, BC
- Sara Jones, Executive Assistant to the CAO and Mayor for the Town of Canmore, AB
- Dee Blais, Executive Assistant to the CAO for Essex County, ON



Cassandra Rutland



Tina Lee



Terri Brennan



Sara Jones



Dee Blais

Celebrating Our EA Speakers and Panelists

A true highlight of the Conference was the remarkable talent that emerged from within our own EA community. Several Executive Assistants stepped forward to lead presentations, moderate discussions, and share their expertise as panelists—bringing authenticity, practical insight, and professionalism to every session.

Their contributions reflected the depth of knowledge, experience, and leadership within this growing network. From navigating complex municipal challenges to sharing real-world tools and strategies, these EAs demonstrated confidence, collaboration, and excellence at every turn. Their sessions were engaging, informative, and deeply relatable—reminding us that the strength of this community lies in its collective willingness to share, support, and elevate one another.

- Andrea Palichuk, Executive Assistant to the CAO and Mayor, Municipality of Leamington, ON
- Corinne Nielsen, Executive Assistant to the CAO, County of Dufferin, ON
- Shelley Westlake-Brown, Executive Assistant to the Mayor, Council, CAO and Deputy CAO, Township of Springwater, ON
- Andrea Chambers, Executive Assistant to the Mayor and CAO, Town of Lincoln, ON
- Gema Kramer, Executive Assistant to the Medical Officer of Health, Niagara Region, ON
- Jennifer Sparks-Zahn, Executive Assistant to the Regional Chair, Niagara Region, ON
- Tina Lee, Executive Assistant to the CAO for the Regional Municipality of Durham, ON
- Terri Brennan, Executive Assistant to the CAO for the Municipality of North Cowichan, BC



Andrea Palichuk



Corinne Nielsen



Shelley Westlake-Brown



Andrea Chambers



Gema Kramer



Jennifer Sparks-Zahn



Tina Lee



Terri Brennan

A SPECIAL THANK YOU TO OUR 2025 CONFERENCE PARTNER

CAMA extends its sincere appreciation to our valued Conference Partner, Government Frameworks, our esteemed Gold Partner. Their continued partnership and commitment to advancing excellence in local government play a vital role in making this event possible.

Government Frameworks not only sponsored one of our most engaging sessions, *"Efficiency in Action: Streamlining Operations for Maximum Impact,"* but also hosted the lively Casual Night Out - Red & White: A Toast to Canada, where delegates came together to celebrate community, connection, and Canadian pride.

Their dedication to supporting municipal leaders through innovation, collaboration, and governance excellence exemplifies the very spirit of this Conference. CAMA is proud to partner with such a trusted and forward-thinking organization that continues to make a meaningful impact across local governments in Canada and beyond.



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Frameworks.com

SEE YOU IN CALGARY!

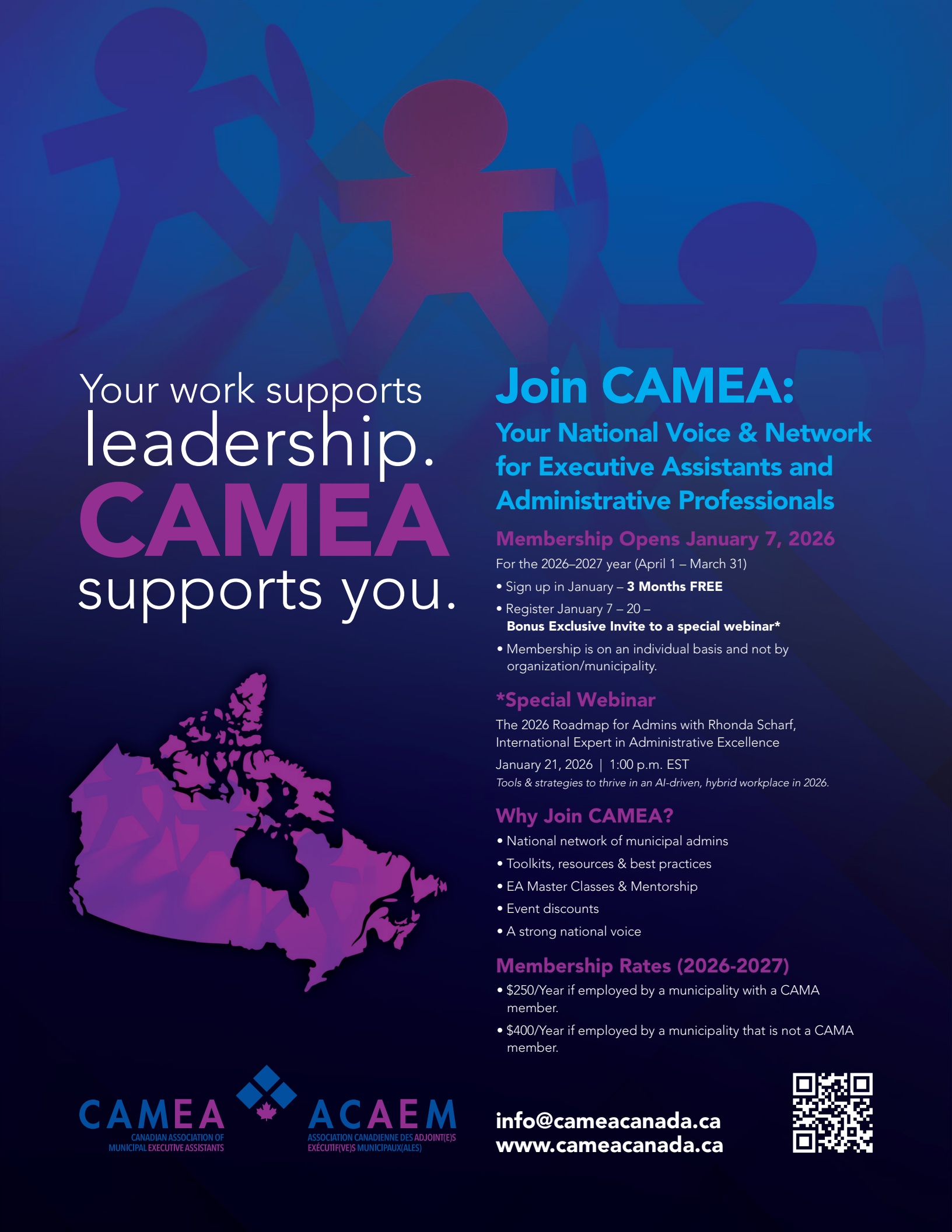
The 3rd Annual CAMEA Conference Awaits

Get ready to reunite, reconnect, and continue building the incredible momentum of this growing community at the **3rd Annual CAMEA Conference!**

Join us **October 4-6, 2026**, at the prestigious **Westin Calgary**, located in the vibrant heart of downtown Calgary, Alberta. This next chapter promises an even more enriching experience—featuring dynamic sessions, meaningful networking, and unforgettable moments designed to inspire, empower, and elevate your professional journey.

Stay tuned for hotel booking details when the **room block opens in April 2026**—and be sure to secure your spot early to be part of this extraordinary gathering. The journey of connection, learning, and leadership continues, and we can't wait to experience it with you in Calgary!





Your work supports
leadership.
CAMEA
supports you.

Join CAMEA:

**Your National Voice & Network
for Executive Assistants and
Administrative Professionals**

Membership Opens January 7, 2026

For the 2026–2027 year (April 1 – March 31)

- Sign up in January – **3 Months FREE**
- Register January 7 – 20 –
Bonus Exclusive Invite to a special webinar*
- Membership is on an individual basis and not by organization/municipality.

*Special Webinar

The 2026 Roadmap for Admins with Rhonda Scharf,
International Expert in Administrative Excellence

January 21, 2026 | 1:00 p.m. EST

Tools & strategies to thrive in an AI-driven, hybrid workplace in 2026.

Why Join CAMEA?

- National network of municipal admins
- Toolkits, resources & best practices
- EA Master Classes & Mentorship
- Event discounts
- A strong national voice

Membership Rates (2026-2027)

- \$250/Year if employed by a municipality with a CAMEA member.
- \$400/Year if employed by a municipality that is not a CAMEA member.



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