



# Business Bootcamp

## 2022 Schedule

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Welcome to Business Bootcamp!

This event is built for busy businesspeople who don't have time to sit back, zone out, and take it all in. Instead, we're excited to welcome you to a sleeves-rolled-up, fast-paced look at topics that will help your business grow.

Let's jump in.

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## DAY 1 | MONDAY MAY 9

**8:00 a.m.      Registration**

**8:30 a.m.      Conference Kick Off | Coffee Talk with Premier Andrew Furey**

Hosted by Kevin Casey, Second Vice Chair of the SJBOT and Chair of the 2022 Business Bootcamp planning committee, we will begin the day having a candid chat, coffee in-hand, with Premier Andrew Furey.

**9:10 a.m.      Refreshment Break**

### **9:30 a.m. Panel Session | How to Tap into Growth Sectors**

In this panel discussion hosted by AnnMarie Boudreau, we will connect with leaders in film, mining, energy, tech, and healthcare to understand what's happening in the next few years in Newfoundland and Labrador, and how your business can jump on the wave. Our panelists are:

- Kieran Hanley, CEO, econext
- Mike McCann, CEO, Rio Tinto – IOC
- Dr. Patrick Parfrey, Co-Chair, Health Accord NL
- Mark Sexton, Chair, Newfoundland & Labrador Film Development Corporation
- Michelle Simms, President & CEO, Genesis Centre

### **11:00 a.m. Business Bootcamp Workshops**

Choose one of three bootcamp workshops.

1. Decoding Tech
2. Wellness in the Workplace
3. How to Manage Cybersecurity Risks and Data Privacy in the Age of Ransomware 2.0

### **12:30 p.m. Love Local Lunch**

The Love Local Lunch will feature multiple local chefs, restaurants, and breweries, allowing our members to mix, mingle, and experience the many tastes of St. John's at this fun and interactive networking luncheon.

### **2:15 p.m. Business Bootcamp Workshops**

Choose one of three bootcamp workshops.

1. Decoding Tech
2. Wellness in the Workplace
3. How to Manage Cybersecurity Risks and Data Privacy in the Age of Ransomware 2.0

## **M2M MARKETPLACE LIVE**

**May 9-10 from 9:30 a.m. - 4:30 p.m.**

Visit the M2M Marketplace before, after, and in between sessions to connect with local businesspeople and experience their products live and in-person.

## DAY 2 | TUESDAY MAY 10

### **8:00 a.m. Registration**

### **8:30 a.m. Morning Session | Networking Hypergrowth: How to blow up your network**

Hasan Hai – activist, speaker, anti-racism educator, occasional merman, and tech professional with the Carnegie Learning Zorbit's team – will be on hand to ensure our bootcampers start day two with a spring in their step!

Hasan is going to take the traditional model of networking, and add explosions to it. Or, just blow it up and try something completely new. Building a new network, or expanding your existing one, can be a difficult and unpleasant chore. Or, it could be a fun adventure! He'll talk about some non-traditional ways of meeting people, building a rich and diverse network, and finding joy in the process.

### **9:00 a.m. Refreshment Break**

### **9:15 a.m. Business Bootcamp Workshops**

Choice of three bootcamp workshops.

1. Beyond the Bar Cart: How to Build a Work Environment that Inspires Loyalty
2. Aligning Your 'Stars': Values Based Hiring to Build Your Best Team
3. How to Rock Social Media Solo

### **11:00 a.m. Business Bootcamp Workshops**

Choice of three bootcamp workshops.

1. Beyond the Bar Cart: How to Build a Work Environment that Inspires Loyalty
2. Aligning Your 'Stars': Values Based Hiring to Build Your Best Team
3. How to Rock Social Media Solo

### **12:30 p.m. Keynote Luncheon | The Verafin Success Story**

Join us for this unique opportunity to hear the Verafin success story directly from Jamie King, Co-Founder, President & CEO of Verafin and EVP, Anti-Financial Crime, NASDAQ. Sponsored by Seafair Capital and hosted by AnnMarie Boudreau, we'll be asking Jamie what led to Verafin's impressive growth; how he and his team built a culture and shared focus to catapult their business to the ultimate success story, and still going and growing! Prepare to be inspired.

**2:30 p.m. Business Connect**

Sharing, storytelling, and expertise will be flowing at this world café style session, where guests will be welcome to visit 25 tables to participate in themed conversations with subject-matter-experts, including the hosts of our bootcamp workshops. Participants will visit tables for as long or as short of time as they wish, mixing and mingling to share learning, experiences, and advice.

**4:30 p.m. Happy Hour at the M2M Marketplace**

We'll close the event by visiting the M2M Marketplace and raising a glass to the business community and big things to come in 2022.

## **M2M MARKETPLACE LIVE**

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Visit the M2M Marketplace before, after, and in between sessions to connect with local businesspeople and experience their products live and in-person.

## Business Bootcamp Workshops

*If there's a nagging business issue you just can't solve, or a topic you've been avoiding and can't any longer, you'll want to check out our many workshops. Bootcampers with a full conference pass are welcome to pick the four sessions that appeal to them throughout the conference – joining smaller working groups to learn from our expert facilitators.*

**MAY 9**

### Decoding Tech



Jan and Dave will help our bootcampers use readily available digital tools to help them level-up their communications and digitize their businesses. Bringing their robust experience in tech and business development to the table, Dave and Jan will help you decode technical buzzwords, introduce the best digital tools, help you understand how to build an effective website and implement a digital marketing strategy in this live, interactive workshop.

### How to Manage Cybersecurity Risks and Data Privacy in the Age of Ransomware 2.0



Cyber risks have risen significantly during the COVID-19 pandemic as online criminals continue to take advantage of remote work vulnerabilities. In 2020, the average cost of a data breach in Canada was \$6.3 million. As a result, cybersecurity risks can pose an existential threat to any business. Improving awareness is a critical first step to better preparing local leaders for when (not if) a data incident will take place.

This bootcamp session will provide you with practical tips for managing a cyber attack through a scenario involving a ransomware attack, and insights for how you can be prepared in the event of a cyber or privacy breach. This includes the types of policies to have in place before a data incident, the steps required to deal with a cybersecurity breach, and the various liability concerns and notification requirements that may arise.

## Wellness in the Workplace



Mike and Gill will be combining their experience in wellness and workouts to show employers and employees how we can all bring wellness into our workplaces. As experts in their fields, they know how important it is to take care of bodies and minds so we can bring our best selves forward every day – both at work and at home. Mike and Gill will provide tips for how we can create workspaces and cultures that enable wellness and ensure we're staying healthy, active, and happy.

**MAY 10**

## Beyond the Bar Cart: How to Build a Work Environment that Inspires Loyalty



Amanda and Gillian will combine their years of expertise in business leadership to lead a discussion on every organization's most important asset – it's people. After years of rapid change and disruption, it's time to take another critical look at when, where, and how we engage our people to drive a culture of inclusivity which can help improve retention in an

environment of significant employee turnover. Spoiler alert – it's not as simple as a bar cart on Fridays!

In this interactive workshop, bootcampers will learn from the experiences of their peers, gain new insights on retaining their best talent, and explore how to build a work culture where people feel like they truly belong.

## Aligning Your 'Stars': Values Based Hiring to Build Your Best Team



Everyone wants to play on an All-Star team, but how do you go about building one? Steph and Tessa from rapidly growing CoLab Software will guide you through creating a values-based hiring process that aligns with your business goals and provides a best-in-class candidate experience.

This workshop will help you to create a job description that highlights your values and company story, along with important elements of the job itself, accompanied by a sample interview guide and interview score card.

## How to Rock Social Media Solo



Kim Paddon, owner/operator of Whink and The Newfoundland Weavery, is a new breed of business owner and, of course, this translates into her approach to social media. Kim runs her social channels with sense and style, but without a big agency budget. In this session, she'll teach bootcampers how to sell on social and how to take your marketing from boring to dynamic all by yourself.

# Meet the Experts

## CONFERENCE SESSIONS

### **Honourable Andrew Furey, Premier of Newfoundland and Labrador**

Born and raised in Newfoundland and Labrador, Premier Andrew Furey is a passionate orthopaedic trauma surgeon and educator with Memorial University's School of Medicine.

Premier Furey has a diverse education, which includes a Diploma in Organizational Leadership from Oxford University and a Masters in Clinical Epidemiology from Memorial. His strong work ethic has earned him many local, provincial, and national awards and honours. He was named Humanitarian of the Year by the Canadian Red Cross and earned the Governor General of Canada's Meritorious Service Cross.

In 2010, he helped create Team Broken Earth to provide medical relief after the devastating earthquake in Haiti. This Newfoundland and Labrador-born charity has since expanded in size and scope. Today, over 1,500 volunteers from across Canada, the US, and UK have participated in medical missions to Haiti as well as Bangladesh, Ethiopia, Guatemala, and Nicaragua. On top of that, Premier Furey helped found A Dollar A Day Foundation to support mental health initiatives across Canada.

Premier Furey enjoys spending time with his wife, Allison, and their children Maggie, Rachael, and Mark. He credits his family for helping him stay grounded and maintain his perspective on what matters most – love, empathy, and making a difference.

### **Hasan Hai**

Hasan is an activist, speaker, anti-racism educator, occasional merman, and tech professional with the Carnegie Learning Zorbit's team in St. John's, NL.

A Newfoundlander by choice, an immigrant of South Asian heritage, a father of three, and dog-father of one. He enjoys building connections between diverse groups, challenging systems of oppression, encouraging people to join him on ridiculous adventures, and talking about feelings.

### **Jamie King**

With a background in robotics and AI, Jamie started Verafin in 2003 with two colleagues, Brendan Brothers and Raymond Pretty. An industry expert, technology innovator, and



lifelong learner, Jamie's leadership has led Verafin to become the industry leader in cloud-based anti-financial crime management solutions. In February 2021, Verafin was acquired by Nasdaq, the global technology company.

Since April 2022, Jamie has served as EVP of Nasdaq's Anti-Financial Crime (AFC) business, which provides anti-financial crime management solutions used by thousands of banks, exchange operators, and other financial institutions. Jamie continues to serve as Verafin CEO, while guiding numerous global teams towards a shared vision to protect all the world's financial interactions.

## **PANEL DISCUSSION**

### **Dr. Patrick Parfrey**

Patrick Parfrey is a clinical epidemiologist and John Lewis Paton Distinguished University Professor at Memorial University. He is the Leader of Quality of Care NL/Choosing Wisely NL, a program funded by the Canadian Institutes of Health Research Patient Oriented Research initiative, with matched funding from the Government of NL. This program has studied how well health care interventions are used and the quality of health system performance in the province. In addition to this work he has an international reputation for patient related research in kidney disease and in genetic disease.

He is an officer of the Order of Canada, Fellow of the Royal Society of Canada, and Fellow of the Canadian Academy of Health Sciences.

His extra-curricular activities include coaching and management of rugby in the province and in Canada.

### **Kieran Hanley**

Kieran Hanley is the CEO of econext, an association of over 200 working towards accelerating clean growth in Newfoundland and Labrador. Kieran has worked within the clean technology, green economy, and environmental services sector for over ten years – making him one of the province's subject matter experts on clean growth and the economic development associated with it. Kieran has an MBA (Community Economic Development) from Cape Breton University, a Bachelor of Commerce (International Business) with Dalhousie University, and a Certificate in Economic Development from the University of Waterloo. Kieran has provided guidance on green economy and economic development opportunities as a member of a wide variety of provincial and regional committees.

Kieran is currently the Chair of Newfoundland and Labrador's Net Zero Advisory Council, Chair of the City of St. John's Environmental and Sustainability Experts Panel, member of the Atlantic Hydrogen Alliance executive committee, and Chair of the Economic Development Association of Newfoundland and Labrador (EDANL).

### **Mike McCann**

Mike McCann was appointed President and Chief Executive Officer of the Iron Ore Company in August of 2021. He brings 30 years of operational business experience built in the mining and processing industry. Before joining IOC, Mike was the Head of Strategic Business Projects at Vale's Base Metals division, where he helped advance the development of new assets, create new Joint Ventures, and contribute to the business's overall strategy. He has also overseen large and complex mining and processing operations in the North Atlantic region and internationally in the UK, Japan and China. In addition, closer to home, Mike led operations for Vale in Newfoundland & Labrador at both Voisey's Bay and Long Harbour.

A pragmatic leader and operator at heart, Mike is inspired by employees, contractors, Indigenous partners, union representatives and community stakeholders to develop strategies to help IOC reach its full potential. This includes building a long-term strategy that aligns with the global demand for green steel products, while at the same time ensuring we create a lasting, positive legacy within our communities, in Canada and beyond.

As part of his role, Mike McCann also assumes the role of Chairperson of the Board of Directors of IOC.

### **Mark Sexton**

Over the past 14 years, Mark Sexton has been a contributor to the province's film and television industry. He was appointed Director of the Newfoundland & Labrador Film Development Corporation (NLFDC) in 2008 and served as Board Chair since 2018. NLFDC's Board and staff are responsible for overseeing the operations of the Corporation and funding programs currently valued in excess of \$10 million annually.

With ongoing support from NLFDC since its inception in 1997, the Newfoundland & Labrador film and television industry has grown from humble beginnings to currently contributing \$100 million in production value to the province's economy.

Professionally, Mark is a Senior Wealth Advisor with ScotiaMcLeod in St. John's, NL. Mark and his Team advise individual and corporate clients and coordinate sophisticated

investment strategies, Will and Estate Planning, insurance solutions, and Private Banking services within the Scotiabank family.

Mark is an alumnus of Dalhousie University completing B.Sc. and MBA degrees. He currently lives in St. John's with his wife Stephanie and their two children.

### **Michelle Simms**

Michelle joined the Genesis Centre in 2002 as a business analyst and was promoted to vice president in 2015. She assumed the role of President and CEO in August of 2016. Michelle is passionate about growing, strengthening and diversifying the technology sector of Newfoundland and Labrador.

Michelle's passion for technology has led to her involvement with several national organizations. She is a member of the board of directors for the Centres of Excellence of Next Generation Networks and is the St. John's hub lead for the Genesis Centre's Women in Technology and CEO peer groups. Michelle participates in many Memorial University advisory groups as well. She is a member of the Memorial University Innovation Steering Committee, the Memorial University Faculty of Engineering and Applied Sciences Industry Advisory Council and the Memorial Centre for Entrepreneurship advisory board. Michelle is also the Chair of the Revenue Generation Committee for the St. John's Canada Summer Games 2025.

In 2020 and again in 2021, Michelle was recognized by Atlantic Business Magazine as one of the Top 50 CEO's in Atlantic Canada.

Michelle holds a Bachelor of Business Administration (BBA) from Memorial University. She has completed the Queen's Executive Leadership program, holds a certificate in Business Incubator Management from iNBIA and she has obtained her ICD.D designation by completing the Director's Education Program at Saint Mary's University.

## **BOOTCAMP WORKSHOPS**

### **Jan Mertlik**

Jan Mertlik is a St. John's based web designer, developer and the co-founder and CEO of Get Coding, a training program aimed at teaching people how to code and becoming software developers in the local tech industry. Outside of Get Coding he is a web design and development consultant building websites for companies such as metricsflow, PolyUnity, or ecobloc. In 2020 he was named Top 30 under 30 Innovators in Atlantic Canada by the Atlantic Business Magazine. He holds a BSc in Computer Science from MUN.

### **Dave Halliday**

With a passion for building customer relationships and a keen interest in technology and innovation, Dave Halliday leads Business Development and Marketing at trajectorE – a St. John’s engineering firm. After completing his Business degree at MUN, Dave spent over a decade in the Marketing & Communications space before pivoting into the tech sector leading sales and marketing for totaliQ. Dave invests his time in economic growth in the community by volunteering with the Genesis Centre and their Evolution Program, a contributing board member of the Victoria Park Foundation, and is the Past President of the Mount Pearl Paradise Chamber of Commerce. He is excited to be part of the Board of Trade’s Business Bootcamp, and looks forward to offering innovative solutions to better serve businesses.

### **Jane Bates**

Jane Elise Bates is a Counsel at Cox & Palmer and her practice is focused on general corporate commercial advisory and transactional work. She has worked in Australia, Canada and France, and has 15 years experience as corporate counsel within government and multi-national corporations in the telecommunications, security, defence, and aviation industries.

Throughout her career, Jane has led hundred-million-dollar procurements and tenders, managed contractual compliance and disputes for major technology projects, and advised on everything from compliance with consumer laws for new product launches, to US export control laws, to privacy and intellectual property. She has also led teams through organizational change, automating processes and increasing efficiencies and is the Practice Innovation Leader at Cox & Palmer.

As a Certified Information Privacy Professional/Canada (“CIPP/C”) through the International Association of Privacy Professionals, Jane supports her clients to comply with privacy laws and respond to data breaches.

### **Karen White**

Karen leads NATIONAL’s crisis and cyber crisis team as Vice President, Issues and Crisis, and chair’s the AVENIR Global network of executive crisis experts. She brings more than 20 years of communications experience to every project, providing executive counsel and strategic advice for a wide range of organizations as they navigate complex and challenging situations. Karen specializes in strategic communication planning; cyber security, emergency and crisis communication; issues and reputation management; and stakeholder, government and media relations.

As a trusted partner, she works closely with organizations to effectively manage a range of issues like cyber security incidents, assault, harassment, product recalls, human rights, leadership transitions and organizational change. She had led communications and helped organizations in the health care sector and beyond prepare for and manage increasingly complex cyber attacks. She is a sought-after speaker and trainer, who prides herself on working collaboratively to build effective reputation and brand strategies.

### **Gillian Dobbin**

Gillian is a member of the Human Capital Consulting team at Deloitte, specializing in leading people change within broader organization transformations. She focuses on delivering strategic change advice to leaders with a particular focus on culture and stakeholder engagement. During the past two years, Gillian has helped Deloitte design their own internal hybrid operating model, known as the Next Normal, and has worked with the organization to implement changes as it relates to the future of work.

Born in St. John's but growing up all over the world, Gillian was raised to love travelling and experiencing new cultures. Whenever possible, she can be found taking trips to new cities or eating at local restaurants! Gillian also holds both a Master of Business Administration (MBA) and Bachelor of Arts (BA) in Communication Studies from Rollins College in Winter Park, Florida and absolutely loves travelling back down South!

### **Amanda Perran**

Amanda is a partner and National Leader for Deloitte's Microsoft Practice in Canada. Located in St. John's, NL, Amanda is an experienced Business Leader, Architect and Microsoft Technology Strategist with over 20 years' experience assisting organizations with the design, implementation and adoption of their digital transformation, customer engagement, cloud computing and data intelligence solutions leveraging the Microsoft platform.

Amanda has been a 5-year member of the Microsoft Regional Director program, 10-time recipient of the Microsoft Most Valuable Professional (MVP) Award for Microsoft and is a multi-published author on a variety of Microsoft technologies. As a leader in Deloitte's Canadian Microsoft practice, Amanda leverages her diverse technology background to assist organizations in the transformation of their operations, practices and processes leveraging Microsoft Cloud based technologies including Azure, Microsoft 365, and Dynamics 365.

### **Mike Wahl, Ph.D**

A Health and Wellness entrepreneur, University Professor, Radio host, and International speaker who is passionate about bringing tangible health results to the masses.

Mike is currently an Assistant Professor of Clinical Anatomy (Faculty of Medicine) and Host of WAHL Show.

### **Gill Whelan**

Gill Whelan is the founder and owner of Whelan Wellness Inc., and creator of the Whelan Wellness Virtual Bootcamp program. She works with clients globally to improve their wellness and break the diet cycle, so they can live healthier, happier lives. She also hosts the podcast titled "For the Well of it", serving up powerful doses of every day inspiration.

Gill is on a mission to shift the way we look at wellness, in order to rebuild relationships with food and fitness and help us learn to love our present selves - inside and out. Based on her journey to overcoming her own experiences with restrictive dieting and body image issues, she developed a 4-pillar system that is helping thousands of others globally accomplish the same.

Gill has studied under experts in fitness, health, nutrition, mindset, and overall wellness all over the world. Based on this knowledge, she has spent 11 years as a coach in the fitness industry and 25 years gaining more general coaching experience. Gill holds a Bachelor of Commerce degree from Memorial University in St. John's, NL.

As a trailblazer in the world of both online connection and holistic wellness, Gill has been recognized by VOXM, CBC, Rogers TV, CTV news, NTV News, Atlantic Business Magazine. Recently Whelan Wellness won the top platinum level awards in St. John's Community Votes in all categories: Nutrition & Weight Loss, Fitness Centres & Gyms, and Personal Trainer. Gill was also recently awarded an Entrepreneur of the Year award through NLOWE, in the category of Momentum.

### **Stephanie Burry**

Steph is CoLab Software's Director of People. She has spent over 15 years helping people and companies grow. With the majority of her experience in the technology industry, working with companies in early and hyper-growth stages, she believes in fostering and promoting value-based cultures that put people first and in unlocking the potential within each of us to achieve greatness.

### **Tessa Whelan**

Tessa is CoLab Software's resident recruiter. She has spent many years recruiting top talent at fast growing organizations, predominantly in the technology industry. Tessa has a Bachelor of Commerce and Bachelor of Arts from Memorial University and spent 4 years living and working in Vancouver. Recently relocating back to the East Coast, Tessa is excited to be home and helping to grow the local tech sector.

### **Kim Paddon**

Kim Paddon is one of a new breed of business owners. With her signature glasses and passion for pink, this fashionista operates Whink and The Newfoundland Weavery with sense and style.

Whink was created in 2010, a cute pink jelly bean row shop located on Duckworth Street! Offering locally-made and international jewelry and other beautiful things. Whink's success over the years has expanded into a much larger storefront in Churchill Square. January of 2021 Whink HQ was born, which is Whink's Headquarters and Warehouse for their online store.

In 2019 Kim stumbled upon another incredible opportunity to purchase The Newfoundland Weavery! The Newfoundland Weavery is a retail store that has been a shopping destination in Downtown St. John's since 1972. With the previous owner who wanted to retire and close its doors, Kim saw the opportunity and jumped on it!

Kim loves bright lipstick, bold glasses, glitter, and meeting new customers. She lives in St. John's with her husband Rob Paddon and their little girl Mabel.