### Agenda Overview

<table>
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<tr>
<th>Time</th>
<th>Event Description</th>
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<tr>
<td>8:00am</td>
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| 9:00am| **Welcome Remarks**  
Speaker: Elizabeth A. Vazquez, CEO & Co-founder, WEConnect International |
| 9:15am| **Panel: Accessing Working Capital to Grow Your Business**  
Moderator: Elizabeth A. Vazquez, CEO & Co-founder, WEConnect International  
**Panelists:**  
- Sharon Connolly, Vice President, Financing and Consulting, Business Development Bank of Canada (BDC)  
- Laurel Douglas, Executive Director, Women’s Enterprise Centre |
| 9:50am| **Panel: Financing Your Export Plans**  
Moderator: Lesley Lawrence, Senior Vice President, Financing and Consulting, BDC  
**Panelists:**  
- Julie Pottier, Vice President, Commercial Markets & Small Business, Export Development Canada (EDC)  
- Elisa Racicot, Deputy Director & CanExport Program Manager, Global Affairs Canada |
<p>| 10:30| Break |</p>
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| 10:45am    | **Panel: Inside the Mind of a Buyer**  
**Moderator:** Lee Lewis, Global Supplier Diversity Manager at Enterprise Holdings  
**Panelists:**  
- Elizabeth Auñeda, Manager, Supplier Diversity, Sodexo  
- Genevieve Godin, Associate Director, Global Procurement, Merck  
- Alison Campbell, Senior Director, Supplier Engagement and Regional Coordination, Office of Small and Medium Enterprises and Stakeholder Engagement, Government of Canada |
| 11:45am    | **Lunch with Keynotes**                                               |
| 1:00pm     | **Concurrent Workshops**                                             |
|            | **Taking on Challenges with Design Thinking**                       |
|            | **Facilitators:** Lisa Grogan, Founder, President and Chief Relationship Officer, Overlap Associates and Lorraine Randell, Senior Designer, Overlap Associates |
|            | **The Secret to Cohesive Teams**                                    |
|            | **Facilitator:** Renée Safrata, CEO, Owner and Founder, Vivo Team Development |
| 2:20pm     | **Concurrent Workshops**                                             |
|            | **Marketing Risk**                                                   |
|            | **Facilitator:** Saul Colt, Founder and Creative Director, The Idea Integration Company |
|            | **Positioning Your Brand for Global Expansion**                      |
|            | **Facilitator:** Ruth Bastedo, SVP, Corporate Development, Gravity Partners Ltd. |
| 3:30 pm    | **Concurrent Sessions**                                              |
|            | **Corporate Roundtables for Certified Women’s Business Enterprises** |
|            | WEConnect International certified businesses will have the opportunity for face-to-face interactions with WEConnect corporate members to pitch their business and learn about opportunities with these corporates buyers. |
|            | **Panel: Unlocking Opportunities for Your Business**                 |
|            | For all non-certified women’s businesses that have completed self-registration.  
**Moderator:** Ruth Vachon, President-Directrice Generale at Le Réseau des Femmes d’affaires du Québec  
**Panelists:**  
- Sandra Altner, CEO, Women’s Enterprise Centre of Manitoba and Chair, Women’s Enterprise Organizations of Canada  
- Willa Black, VP Corporate Affairs, Cisco Canada |
Josie Mousseau, Deputy Director, Consultations and Domestic Outreach Division and Canadian Business Women in International Trade, Global Affairs Canada
Edith Cecchini, Regional Director of Asia Pacific and Canada, WEConnect International

5:00pm Networking Reception

Workshop Descriptions

Taking On Challenges with Design Thinking
Presented by Lisa Grogan, Founder, President and Chief Relationship Officer, Overlap Associates and Lorraine Randell, Senior Designer, Overlap Associates

Participants will gain a thorough and useful introduction to human-centered design, and how they can apply it to real challenges in their own companies. With an engaging hands-on activity that addresses a real-time problem, workshop participants will learn practical skills and tools as they work through an accelerated design process.

The Secret to Cohesive Teams: The Future of Training and Development Inside Your Workplace
Presented by Renée Safrata, CEO, Owner and Founder, Vivo Team Development

Does your organization have strategies in place to leverage the power of teams? Only 38% of organizations are able to demonstrate the impact of behavioral change on business results. Discover why teams are the future of every organization (we have the stats to prove it!) This workshop is essential for those who are passionate about increasing team and leader performance, reducing cost and changing the culture of their workplace to be highly accountable and productive. Participants will learn how to improve the performance of teams that require optimizing and why soft skills are more important than technical skills.

Marketing Risk
Presented by Saul Colt, Founder and Creative Director, The Idea Integration Company

It is often debated if marketing is an art or a science. The truth is that it’s both, but in a specific order. Without the art, you have nothing to apply the science to, and a great marketing is a blend of strategy and ideas. In this engaging workshop, participants will learn the art and the science, and the recipe for success in finding the first 1,000 customers for your small business or startup, and your first 100,000 customers if you are a larger organization.
Positioning Your Brand for Global Expansion
Presented by Ruth Bastedo, SVP, Corporate Development, Gravity Partners Ltd.

In today’s connected business eco-system, there has never been a better time for Canadian companies to market globally- but is your brand up to the task? A clear competitive positioning, and built out “brand platform” can become a powerful business tool, as you engage in the digital marketing strategies that will allow you to pursue a wider target audience. In this session, participants will learn the minimum components that make up a “brand platform; the importance of an explicit, competitive positioning in the marketplace; the role brand plays in even the most basic digital marketing strategy; how your brand gives you the ability to create a meaningful and cohesive customer experience; and how to determine what stage you are in, and what path you can take towards developing a brand that is capable of driving business growth.

Speaker Biographies

Elizabeth Auceda, Supplier Diversity, Sodexo
Elizabeth Auceda is the Canadian lead for Supplier Diversity for Sodexo, a Food service and Facilities Management Company. She joined Sodexo 9 years ago in the Finance department and now in her current role as Supplier Diversity Manager. Elizabeth is instrumental in growing the Supplier Diversity program. In the last 2 years Sodexo achieved in 2016 Tier 1 Champion of Supplier Diversity with CAMSC and Corporation of the year through WEConnect International and Corporate Advocacy Award. Elizabeth focuses on enhancing the supplier base, Sodexo commitment to being a leader in diversity and inclusion, and social and economic obligation to the communities where Sodexo operates. In addition Elizabeth is active in Sodexo Employee Resource Groups and is the Co-Chair of the Cultural Diversity group within Sodexo.

Ruth Bastedo, SVP, Corporate Development, Gravity Partners Ltd.
As a key member of Gravity’s senior team, responsible for corporate development, Ruth brings over 20 years of experience leading digital content and marketing projects in diverse fields that range from healthcare, retail, financial services, technology, and not for profit. Her core expertise is in creating long term, trusting relationships with her clients, and working with them to solve complex communications and business challenges with digital and social strategy. Ruth’s clients appreciate her simple, straightforward approach and her ability to fuse together a variety of traditional and innovative approaches to
digital strategy, while applying cross-disciplinary mindsets and fresh viewpoints.

With an entrepreneurial career, and role as a long-term advocate for the growth of women owned businesses, Ruth has held positions such as President of Women Entrepreneurs of Canada, Advisor to the “Go for the Greens” Women’s Business Development Conference for Women Entrepreneurs (sponsored by UPS), Program Advisor to the Rotman Initiative for Women in Business, at the University of Toronto, and has participated in several trade missions with Global Affairs Canada.

**Willa Black, Vice-President, Corporate Affairs, Cisco Canada**

As Vice-President, Corporate Affairs and CSR for Cisco Canada, Willa Black is responsible for strategies to drive Cisco's brand relevance and transformational impact. She leads CSR programming with a focus on Education and Healthcare, building strategic partnerships and reinforcing the company’s commitment to social innovation working with governments, non-governmental organizations, and communities across Canada. Named one of Canada’s *Top 25 Women of Influence* for 2011, one of the Canadian Board Diversity Council's 2015 *Diversity 50*, the *Federated Press Canadian Woman Leader of the Year* for 2015, and the recipient of the 2015 *Canadian Aboriginal Business Council’s Award for Excellence in Aboriginal Relations*, Black has held Marketing and CSR leadership roles at Cisco Canada since 1999.

**Alison Campbell, Senior Director, Supplier Engagement and Regional Coordination (SERC), Public Services and Procurement Canada**

Alison Campbell was appointed Senior Director in October 2016 to the Office of Small and Medium Enterprises and Stakeholder Engagement (OSME – SE) which advocates on behalf of Small and Medium Enterprises (SMEs) and encourages their participation in federal government procurement. As Senior Director, Alison’s roles and responsibilities include providing stakeholder advisory services to facilitate engagement activities, providing secretariat support to the Minister’s Supplier Advisory Committee, providing oversight and consistency in program delivery through six regional offices and collecting business intelligence to help reduce barriers for SMEs in their pursuit to do business with the Government of Canada.
Edith Cecchini, Regional Director for Asia Pacific and Canada, WEConnect International

Edith Cecchini is the Regional Director for Asia Pacific and Canada for WEConnect International. She is responsible for leading WEConnect’s current engagement in Australia, Canada, China, India, Indonesia, Japan, Singapore, and Vietnam. Her professional background is a culmination of more than 15 years of experience working across sectors, with the last 10 years focused on the international sphere, including working with the U.S. Department of State and U.S. Agency for International Development.

Saul Colt, Founder & Creative Director, The Idea Integration Company

Saul Colt is the Founder and Creative Director of The Idea Integration Co. Inc, a Non-Traditional marketing and advertising agency. In his career, Saul was employee #9 at FreshBooks (the world leader in cloud based accounting for creative professionals), launched Zipcar into Canada and was part of the original team that launched Rogers Ventures inside of Rogers Communications.

Laura Didyk, Vice President, Alberta South, Business Development Bank of Canada (BDC)

Laura Didyk is Vice President, Alberta South at the Business Development Bank of Canada – the country’s only financial institution devoted exclusively to entrepreneurs. Laura is passionate about entrepreneurship, having worked with thousands of business owners during the 23 years she has been with BDC, helping them access the advice and capital they needed to grow and succeed. In her current role, she is responsible for the operations of the Bank in Southern Alberta. She is also the National sponsor for the Bank’s Women Entrepreneur initiative.

Laurel Douglas, CEO, Women’s Enterprise Centre

Laurel Douglas is the CEO of BC-based Women’s Enterprise Centre (WEC) and is on the Executive of WEOC, Canada’s national association of women’s enterprise support organizations. Under Laurel’s leadership since 2004, Women’s Enterprise Centre is recognized as the go-to place for women entrepreneurs in BC and a best practice internationally. WEC provides business loans up to $150,000, business advisory services, skills training, mentoring, export support,
access to diversity programs and a supportive community to BC women who are starting or growing their own business.

**Lisa Grogan, President and Chief Relationship Officer, Overlap Associates**

Overlap's President & Chief Relationship Officer, Lisa Grogan co-founded Overlap in 2011. As Chief Relationship Officer, she is ultimately responsible for the delivery of exceptional client experiences across every interaction. Lisa leads business development efforts that contribute to the success and growth of our unique strategy studio across Canada and the United States. Prior to co-founding Overlap, Lisa was a communications professional with over 20 years of experience leading creative teams within prominent cultural organizations in both Canada and the UK, including award-winning work for CBC's Air Farce and the National Media Museum in the UK.

**Lee Lewis, Jr., Global Supplier Diversity Manager, Enterprise Holdings**

Lee Lewis, Jr. is Global Supplier Diversity Manager for Enterprise Holdings, Inc. His work includes responsibility for Enterprise Holdings’ global, Corporate-wide supplier diversity programs and processes designed to increase the company’s involvement in the economic development of minority-owned, women-owned, disadvantaged business enterprises (M/W/DBE) and other suppliers recognized as socially and/or economically disadvantaged. He also manages the organization’s data collection, enrichment, and reporting processes and related supplier relationships. Lewis additionally maintains certification as a Professional in Human Resources. A 26-year employee of Enterprise Holdings, Lewis, while working previously in San Antonio, held a number of revenue producing and marketing positions with the company. His philosophy: “To be truly successful, one must play a role in the success of others.”

**Chelsea Prescod, Country Director for Canada, WEConnect International**

Chelsea Prescod, the Country Director for WEConnect International in Canada, brings an eclectic professional and entrepreneurial career that inspires and motivates others into action. Chelsea recently held an Entrepreneur-in-Residence role for the Starter Company program at the Waterloo Region Small Business Centre. She has also held numerous creative and marketing management roles in Canadian corporations, startups and nonprofits, such as, Bell Canada, BlackBerry, and Credit Valley Hospital Foundation. In 2012, Chelsea
was hired by Communitech to develop a tech startup accelerator program called Communitech HYPERDRIVE. Within two years, the 34 companies that graduated from the program created more than 130 jobs and raised $20 million in investment. During this time, she was also instrumental in bringing Startup Weekend to the Waterloo Region and co-organized the first Social Entrepreneurship Startup Weekend in Canada.

Julie Pottier, Vice President, Commercial Markets & Small Business, Export Development Canada

Julie Pottier was appointed Vice-President, Commercial Markets and Small Business in March 2016. In this capacity, she is responsible for account management and business development activities for all Canadian customers and prospects in the commercial and small business segments. Since joining EDC in 1992, Ms. Pottier has held a variety of leadership positions at EDC, most recently she was responsible for the leadership and management of EDC’s business development team throughout the province of Quebec whose mandate is to help companies succeed internationally. She also served as Regional Underwriting Director leading a team of underwriters responsible for providing insurance, bonding and financing solutions to Quebec customers.

Elisa Racicot, Deputy Director & CanExport Program Manager at Global Affairs Canada

Elise Racicot joined the Canadian Foreign Service in 2002. She has recently successfully taken up the challenge of launching CanExport, a financial contribution program designed to support Canadian small business in their efforts to develop new export markets. After 3 years as Consul and Trade Program Manager in Sao Paulo, Ms. Racicot became Quebec’s Head of mission in Brazil during a deployment on behalf of the provincial government. Years before, her first diplomatic assignment had allowed her to become the first woman to be a Canadian Trade Commissioner and Vice Consul in the Islamic Republic of Iran, a country where she also worked as an immigration officer. Ms. Racicot played a key role in the integration of the Domestic Network of the Trade Commissioner Service and also held various positions at Headquarters, including on the Russia desk and as Program Officer for Clean Development in Central America and the Caribbean. Before joining the Foreign Service, she worked in Communications on behalf of various Non-Governmental Organizations in the Americas, on issues such as International Development, Education and Women’s rights.
**Lorraine Randell, Senior Designer, Overlap Associates**

Lorraine is a visual thinker who uses foresight to develop clear and impactful strategies that work. She loves people, and strives to create genuine impact and positive change for innovation. She is a friendly and personable facilitator, who works to ensure that systems transformation provides positive change at an organizational and individual level. Lorraine is a Registered Graphic Designer with a Master of Design (M.Des) in Strategic Foresight and Innovation from OCAD University.

**Renée Safrata, CEO, Owner & Founder, Vivo Team Development**

With nearly 30 years of experience, Renée has worked with over 250 companies and 2000 business executives throughout North America, helping them connect and adopt new behaviours to become confident members of highly functioning teams. She firmly believes that human-connection and talent development is what ultimately drives productivity and contributes to company results. Renée is the founder and owner of Vivo Team Development, a digital performance management solutions company that offers corporations the ability to analyze team and leader productivity, identify areas for improvement and provide targeted training solutions.

**Ruth Vachon, President & CEO, RFAQ**

A savvy business woman with a great sense of vision, Ms. Ruth Vachon is the President and CEO of the Réseau des Femmes d'affaires du Québec (RFAQ). From 2010, when she became the owner of the RFAQ, she brought together, stimulated and engaged her 2,000 members, with projects that have mobilized economic development, entrepreneurship and women's management. She believes in the strength of alliances and therefore has established many partnerships in order for the effectiveness of her networking to bear fruits. Mutual assistance, collaboration, inclusion and prosperity are her deepest values. Committed to the inclusion of women and minorities in the business community, she is the recipient of many distinctions awarded by WEConnect International:

- Female most committed to women's inclusion in supply chains for large enterprises - 2016
- Champion for the diversity of suppliers - 2014, 2015 and 2016
Elizabeth A. Vazquez, CEO & Co-founder, WEConnect International

Elizabeth is a world leader in women’s economic empowerment and global supplier diversity and inclusion. She is the co-author of the book, *Buying for Impact: How to Buy from Women and Change Our World*, which includes information on women business owners and ways to support and leverage their potential to create a more sustainable and inclusive global economy. Elizabeth is a member of the UN Secretary-General’s High Level Panel on Women’s Economic Empowerment. She sits on the Board of Directors of the Cornerstone Capital Group and Win-Win Strategies, and is a W20 Representative to advance G20 commitments and the B20 SME Development Taskforce. She sits on the Walmart Global Women’s Economic Empowerment Initiative’s International Advisory Council, the P&G Supplier Diversity Advisory Council and the Global Citizen and CHIME FOR CHANGE Girls’ and Women’s Committee.