



# Convention 2023

## Engagement on Purpose

Member Package

59th Annual Convention & Tradeshow

September 25 - 28, 2023



# A Message from Convention Chair Desiree Bombenon

Greetings CAMX Members,

I am thrilled to be Chairing the 59th CAMX Convention and Trade Show and hosting you in my hometown of Calgary Alberta, the best city to live in North America and third best in the world according to the Economist Intelligence Unit's Global Survey and a number of other credible agencies. So why not come out and see what all the hype is about!

Also known for our western entrepreneurial spirit and hospitality, we have an incredible line up of speakers and sessions that we know will bring insight and value to you personally, as well as your business. We have also put together some exciting pre-conference off site events that we would love for you to take advantage of.

Rocky Mountain peaks, turquoise glacial lakes, and adventure come together in Banff National Park - Canada's first national park and the flagship of the nation's park system. Banff is part of the Canadian Rocky Mountain Parks UNESCO World Heritage Site and a sought-after international destination. We also have a fantastic walking tour, that includes a visit to the Bell Studio National Music Centre and other museums. And we also have a visit to Heritage Park which is a historical park in Calgary, on the banks of the Glenmore Reservoir. It is home to Canada's second-largest collection of heritage buildings. You can step inside more than 100 historic homes and structures from Alberta's past.

Our theme for the 2023 Conference is "Engagement on Purpose" as we reflect on the importance of purpose for a sustainable business and world. With environmental, global economic trends, and health and wellness at the forefront, coming together to learn, share, and support the future of our industry, and what is meaningful to our teams, will be essential.

We will end the conference with a Yee-Haw Calgary Stampede theme party! Get your boots and hats out as we mimic a classic Stampede hoedown with all the fixings at The King Eddy Saloon! Our city is world class, and we are excited to share it with all of you!

I can't wait to see you at CAMX Convention 2023!



Desirée Bombenon  
2023 Convention Chair







# Convention Location

Calgary, AB

Calgary is located in the prairie region of Canada. With the Canadian Rockies only 60 minutes away, there are spectacular views that can be seen throughout the city. Calgary is also known best for being the home of the greatest outdoor show on earth - The Calgary Stampede!

The convention will be hosted at the Westin Downtown. Located in the heart of the city centre, only minutes from restaurants, historical and cultural landmarks and a beautiful park walk along the bow river.

Hotel amenities include, Fitness Center, Swimming Pool, Restaurant and a Starbucks. Complimentary internet is included with your stay.



# CAM-X Group Rate

Deadline for hotel registration will be Tuesday, September 5th, 2023

*\*\*CAM-X Group rate is \$199.00 CAD per Night*

Book Online: [Click here to book under the CAM-X Group Rate](#)

Book by Phone: [1.403.266.1611](tel:14032661611)



# Pre-Conference Day Activities

**\*\* ALL PRE-CONFERENCE ACTIVITIES ARE ON A FIRST COME, FIRST SERVE BASIS\*\***



## The Banff Experience - \$150.00/Person - 12 Spots Available

*Explore the Canadian Rockies with a trip to Banff! Only 60 minutes from Calgary, you will experience the beautiful views as you drive into town to the gondolas where you will see breathtaking scenery from the top of Sulfur Mountain.*

Benefits include:

- Includes Transportation to and from the hotel
- Round trip Gondola ride
- Lunch at Northern Lights Alpine Kitchen



## Heritage Park Tour - \$99.00/Person - 20 Spots Available

*Take a step back in history with a day exploring Heritage Park! Heritage Park Historical Village was formed in 1963 with over 180 exhibits that will take you back in time!*

Benefits Include:

- Includes Transportation to and from the hotel
- Entry Ticket into the Park
- Venue & Lunch at Selkirk Building



## Museum's & Walking Tour - \$50.00/Person - 12 Spots Available

*Located in the heart of Calgary, take a light walk through the city's downtown core, see the landmarks and learn more about the cultural and historical parts of Calgary!*

Benefits Include:

- Tickets to National Music Centre, Glenbow Museum, Calgary Tower, Public Library & Devonian Gardens
- Lunch at Glenbow



# Event Schedule

Tuesday, September 26th

8:00am - 9:00am	<b>Breakfast &amp; Coffee</b>
9:00am - 9:20am	<b>Welcome Remarks</b> <ul style="list-style-type: none"><li>• CAM-X Chair</li><li>• Convention Chair</li></ul>
9:20am - 10:00am	<b>A Purposeful Land Acknowledgements and Indigenous Smudging Ceremony</b> <ul style="list-style-type: none"><li>• Ceremony: Elder Pablo Camille Russell also known as “Shooting in the Air” intro by Tim Carwell</li></ul>
10:00am - 11:00am	<b>Opening Keynote - Michelle Cederberg - The Success-Energy Reset</b> <ul style="list-style-type: none"><li>• In this thought-provoking keynote, Health and Productivity Expert Michelle Cederberg shares research from her latest book The Success-Energy Equation to help you uncover what personal and professional success looks like today and re-energize for the work you love.</li></ul>
11:00am - 11:15am	<b>Break</b>
11:15am - 12:00pm	<b>Happy on Purpose – Talent Recruitment and Retention in the New Economy</b> <b>Panel: Heather Eeles - Benevity; Ryan Demchuk - SureCall; Julia Irwin - Viridian</b> <ul style="list-style-type: none"><li>• The call centre industry’s number one priority is getting and keeping skilled people – join a panel of industry experts on how they attract and retain talent.</li></ul>
12:00pm - 1:00pm	<b>Lunch Break</b>
1:00pm - 1:10pm	<b>Address from Presenting Sponsor</b>

Day One



# Event Schedule

Tuesday, September 26th

1:10pm - 1:45pm	<p><b>A Purposeful Culture – Utilizing Business as a Force for Good</b> <b>Fireside Chat: Desirée Bombenon - SureCall and Scott Lyons - Extend Communications; moderated by Randy Poon – Novus Global</b></p> <ul style="list-style-type: none"><li>The future of work is tied to purposeful outcomes. Join Desirée and Scott as they share their transformation to purpose driven organizations and how it's impacted their workplace and team engagement.</li></ul>
1:45pm - 2:30pm	<p><b>Purposefully Dealing with VUCA</b> <b>Mini Ted Talk: Milena Radovich - Nexus Exhibits; Scott Crockatt - Business Council of Alberta</b></p> <ul style="list-style-type: none"><li>The fight against inflation, fraught geopolitics, volatile energy prices, and greater economic rivalry – the global economy faces a challenging combination of forces in the year ahead. What does the future hold for Canada, impacted by economic giants and facing its own variations of these global challenges? How does Canada find its way in the new economy, attracting talent in tight and shifting labour markets and establishing new growth industries?</li></ul>
2:30pm – 3:00pm	<p><b>Networking Break</b></p>
3:00pm - 3:10pm	<p><b>Address from Executive Sponsors</b></p>
3:10pm - 4:00pm	<p><b>Marketing with Purpose</b> <b>Panel: Ryan Townend - Willian Joseph; Lisa Genovese - Bottom Line; Melanie MacDonald - Calgary Chamber of Commerce</b></p> <ul style="list-style-type: none"><li>Marketing to today's new consumer is a complete shift from 10 years ago. How do we pitch our services to the next generation of buyers.</li></ul>
4:00pm - 4:30pm	<p><b>Spin the Wheel Round Table</b></p>
4:30pm – 5:30pm	<p><b>Wine Tasting with the Vendors</b></p>

Day One



# Event Schedule

Wednesday, September 27th

8:00am - 9:00am	<b>Breakfast &amp; Coffee</b>
9:00am - 9:15am	<b>Welcome Back Convention</b> <ul style="list-style-type: none"><li>• Convention Chair</li><li>• Welcome from ATSI Chair</li></ul>
9:15am - 10:00am 10:00am - 10:15am	<b>Mind &amp; Purpose - A science-based approach to self-development &amp; mental health.</b> <b>Keynote: Dr Shimi Kang – Professor at the University of British Columbia</b> <ul style="list-style-type: none"><li>• Dr. Kang will help us understand the fundamental principles that guide our behaviour, so we can become better leaders, better parents, and better versions of ourselves.</li><li>• Book Signing</li></ul>
10:15am - 11:00am	<b>Call Centers Bold and Purposeful Future</b> <b>Panel: Neeraj Gupta – Serial Tech Entrepreneur ; Jim Gibson - Chief Catalyst at SAIT, CoFounder at Thin Air Labs</b> <ul style="list-style-type: none"><li>• All contact centers are technology companies today, find out where you stand in the transformation, and what the future innovation of call centers will look like.</li></ul>
11:00am - 11:15am	<b>Address from Sponsors</b> <ul style="list-style-type: none"><li>• Remarks from VIP Sponsors</li><li>• Remark from Supporting Sponsor</li></ul>
11:15am - 12:00pm	<b>Annual CAMX AGM</b> <ul style="list-style-type: none"><li>• All voting members required</li></ul>
12:00pm - 1:00pm	<b>Lunch Break</b>

Day Two



# Event Schedule

Wednesday, September 27th

1:00pm - 1:45pm	<b>Inclusion with Purpose – Explore IDEA</b> <b>Resource Speaker: Brian Lanier – Leaders Circle</b> <ul style="list-style-type: none"><li>• Today’s workplace ecosystem requires graceful and purposeful integration of IDEA, inclusion, diversity, equity, and accessibility. Learn about the best practices to use in your business around this important topic.</li></ul>
1:45pm - 1:55pm	<b>Address from Sponsors</b> <ul style="list-style-type: none"><li>• Remarks from Supporting Sponsors</li></ul>
2:00pm - 2:30pm	<b>Networking Break</b>
2:30pm - 3:30pm	<b>Finding Purpose through Adversity – (Residential School Survivor )</b> <b>Moderated Chat: Anne Harding – Forum Relations ; Elder Doreen Healy</b> <ul style="list-style-type: none"><li>• An intimate conversation with a residential school survivor – and the courage to move forward.</li></ul>
3:30pm - 4:30pm	<b>Spin the Wheel Round Table</b>
6:00pm	<b>Closing Social</b> <b>CAMX Hoedown King Eddy</b> <ul style="list-style-type: none"><li>• A hometown Calgary Hoedown! Bring your hats and boots and get ready to party Stampede style. Live band, and great grub, get ready to dance your boots off, Yee Haw!</li></ul>

Day TWO



# Event Schedule

Thursday, September 28th

9:30am - 10:00am	<b>Coffee Station &amp; Continental Breakfast</b>
10:00am - 10:45am	<b>Dare to Lead with Purpose</b> <b>Workshop: Jenn Lofgren – Incito</b> <ul style="list-style-type: none"><li>Join Jenn as she guides us through a workshop for everyone looking to step out with greater courage in any area of their professional and personal life.</li></ul>
10:45am - 11:30am	<b>Purposeful Inspiration</b> <b>Closing Keynote: Alvin Law</b> <ul style="list-style-type: none"><li>Let Alvin take you on a journey of courage and inspiration that you will never forget.</li></ul>
11:30am - 11:45 am	<b>Address from Sponsors</b> <ul style="list-style-type: none"><li>Remarks from Supporting Sponsor</li><li>Remarks from Additional Sponsors</li></ul>
11:45am - 12:00pm	<b>Networking Break</b>
12:00pm - 2:00pm	<b>Awards luncheon – Convention Close</b> <ul style="list-style-type: none"><li>Gather for the excitement of the Awards Luncheon where winners of the CAMX Award of Excellence, AOD Plus and Award of Distinction are revealed!</li></ul>

Day Three



# KEYNOTES & SPEAKERS

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# Keynote

## Michelle Cederberg

For over 17 years, Certified Speaking Professional Michelle Cederberg has captivated audiences across North America with her empowering and humorous messages about how to set worthwhile goals, get energized for success, and live a bigger life, and now, she's also taking the virtual world by storm!

An in-demand speaker, author, coach and consultant, she believes that personal and professional success is directly influenced by how well we harness the physical, mental and emotional capacity we each have within us. She helps people boost that capacity, so they gain clarity, build confidence, and get the discipline to create the life and career they want.

She holds a Masters in Kinesiology, a BA in Psychology, a specialization in Health and Exercise Psychology, is a Certified Exercise Physiologist, and a Certified Professional Co-Active Life Coach. She truly combines mind, body and practicality to empower change.

Michelle is the author of three books. Her new book *The Success-Energy Equation*, debuted as a bestseller in October 2020.



# Keynote

## Dr. Shimi Kang

Dr. Shimi Kang believes we humans are in trouble. With rising rates of stress, anxiety, depression and addiction we are on a crash course with our own minds. She also knows for sure that humans are thankfully resilient, joyous, and strong and that change starts in the brain. With a neuroscience-based approach to self development and over 20 years of experience in medicine, Dr. Shimi Kang's methods and practices are leading the way to research-driven results. Dr. Shimi Kang is passionate about providing tools that optimize the power of the human brain. She is the founder of Dolphin Kids: Future-Ready Leaders, CEO of Spark, and host of the YouTube show; Mental Wealth with Dr. Shimi Kang.

Dr. Kang is represented as a national celebrity speaker with the Speaker's Spotlight Bureau and is a TEDx Speaker with millions of views. Dr. Shimi Kang is the former Medical Director for Child and Youth Mental Health for Vancouver community, the founder of the Provincial Youth Concurrent Disorders Program at BC Children's Hospital, and the founder of the Youth, Culture, and Mental Health Fund for the BC Mental Health Foundation. Dr. Kang is a Clinical Associate Professor at the University of British Columbia and has been involved in researching and teaching the science of motivation as it applies to behaviour change, mental health, and addictions.







# Keynote

## Alvin Law

A victim of the infamous morning sickness medication, Thalidomide, Alvin was born without arms in 1960. By five days of age, his own family abandoned him leaving him in the hospital in the care of a social worker who was the only person who didn't write him off.

What happened next is the riveting story Alvin has shared with over 2,000,000 people on five continents in over 7,500 events from the youngest to the oldest people alive. He also has extremely rare credentials.

A Certified Speaking Professional, a designation owned by less than seven percent of professional speakers worldwide. He is a best selling author of Alvin's Laws Of Life...5 Steps to Successfully Overcome Anything! He is actually in not one, but Two Halls of Fame. The Canadian Professional Speakers and the Canadian Disability Foundation each inducted him for his remarkable achievements and the epitome of resiliency and determination.

He has an actual Emmy award for a short feature film on ABC-TV in America. He played a credited role on the hit TV show, X-Files, and a film by renowned director Harmony Korine called Julien...Donkey Boy (Yes, it was weird). He's also appeared on over 100 telethons and since 1976, had been directly involved in raising over \$225,000,000 for charity.



# Session Speakers



## Jenn Lofgren

Jenn Lofgren is the Managing Partner at Incito, an executive leadership coaching and development firm in Calgary, Alberta. A Master Certified Coach, Speaker and Facilitator, Jenn has worked with executives and entrepreneurs across Canada and worldwide, helping them grow into inspired, authentic leaders.

Jenn is a dynamic leader in her own right, and has been recognized as one of Canada's Top 100 Most Powerful Women by the Women's Executive Network (WXN) and is the recipient of numerous awards including Mount Royal University's Outstanding Alumni, Business in Calgary Leaders, and CPHR Alberta's Community Champion. Jenn serves on many boards and committees serving all areas of community including business, education, parks, arts and youth. She is a certified Dare to Lead Facilitator bringing Brené Brown's leadership programming to leaders at all levels and is the author of dozens of Forbes Coaches articles and her recently published book: The Inspired Leader.



## Brian Lanier

Brian Lanier is the CEO of the Leaders Circle, a leadership development consultancy specializing in providing organizations with customized Diversity, Equity, and Inclusion solutions.

Formerly, Brian served as both as a Regional Vice-President of Starbucks and as Regional Director of Operations for KFC-Canada. He holds a master's degree in Business Administration from Saint Mary's University in Halifax, Nova Scotia and studied journalism at the University of Houston.

Brian serves as the elected Chairperson of the Calgary Black Chambers (a non-profit group of Black Professionals, Academics & Entrepreneurs who provide scholarship, mentorship, and fellowship for Black Communities). Brian also serves on the Calgary Chamber of Commerce's Equity, Diversity, and Inclusion Sub-Committee. He is also a volunteer Member-at-Large of Heritage Park and the mentor to a local high school student.



## "Shooting in the Air" - Elder Pablo Camille Russell

Born in 1966 on "The Blood Reserve" – an Indian reservation in Southern Alberta, Canada.

He grew up in the Blackfoot tribe with his grandparents. They were of the older generation and lived in the traditional way, where also the oral tradition of knowledge and mythologies was an important part – that is why Pablo possess a very great historical and practical knowledge concerning the Prairie Indians' original way of life, and like his grandparents he is an excellent storyteller.



# Panelists & Resources



## Anne Harding

Anne Harding is the Owner of Forum Community Relations Inc., a Calgary based consulting company dedicated to catalyzing better communities through Indigenous relations and community engagement. In her nearly 20 years of experience as a community and Indigenous engagement professional, she has engaged with over 90 Indigenous communities and organizations across Canada and has delivered training to more than 2500 people over the last twelve years. Anne prides herself on “connecting the dots” to help Canadians know better, so that they can do better with respect to Indigenous relations.



## Desirée Bombenon

Desirée Bombenon is an entrepreneur and community builder based in Calgary. She is CEO of SureCall a multi award-winning BPO and certified B corporation. She has served as director of the National Music Centre, Chair of YPO Alberta Chapter, the first female Chair of YPO Canada Region, and Past Chair with CAMX, the Canadian Call Management Association. She is currently Chair of the Calgary Chamber of Commerce, Vice Chair for Children First Canada, and Vice Chair of the YPO Sustainable Business Network. As a cohort for Singularity University and a Harvard University Alumni for the Advanced Leadership Initiative, Desirée is a futurist and focuses on critical humanitarian issues around the world. She is also involved in mentorship programs in her community and through the Women’s Executive Network (WXN) and is a member of the WXN Diversity Council. Named EY Entrepreneur of the Year 2019, RBC Woman's Entrepreneur of the year for 2020, and inducted into Canada's Top 100 Most Powerful Women's Hall of Fame in 2022, Desirée has been an inspiration to young business leaders across Canada. Desirée had judged the top 40 Under 40 in 2020, the EY Entrepreneur of the Year for 2021 and 2022, and Waterstone Capital's Most Admired Cultures in 2022.

The United Nations Economic and Social Council recognized Desirée as a transformational leader, naming her “Champion of Sustainable Development,” and honoring her with the ‘Enabler of Vision’ award at the 2017 UN Summit in New York. In 2022 the UN Global Compact awarded her as one of Canada’s SDG Pioneers, and recently she was named a 2023 Global Impact Leader by Real Leaders. Desirée was presented with the Queen’s Platinum Jubilee Medal in 2023 for her service to Albertans and Canadians.



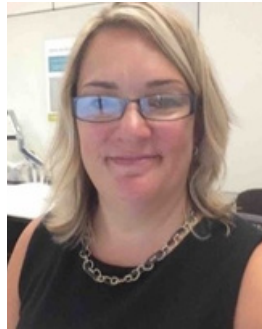
## Elder Doreen Healy

Elder Doreen Healy was born and raised on the Blood Reserve, Blackfoot Confederacy, Southern Alberta. Doreen is a member of the Kainai Nation, Blood Tribe. She is a residential school survivor, taken from her family at age 5.

Doreen’s career has provided her the opportunity to see all perspectives from Government, private industry and Indigenous communities. She has worked with Federal and Provincial governments; worked as a consultant for Treaty #7 First Nations, founding the Native Economic Developers Association (NEDA) that executed major projects in Tourism, Uof Waterloo Ec Dev Graduate program, and today, NEDA is the Treaty 7 Tribal Council; she worked in the oil and gas industry for a number of years with Amoco Canada and MEG Energy as an Indigenous Relations Liaison.

Currently, still working with the Alberta Energy Regulator (AER) as an Indigenous Engagement Specialist, Doreen’s role is to provide advice and guidance for AER staff in working with Indigenous communities on projects and relationship building. She also provides advice and guidance as the Resident Elder for AER.

# Panelists & Resources



## Heather Eels

Heather is a highly respected senior leader in the services and support community, known for successfully leading tech organizations through service model changes. With a focus on quality of service, Heather has a proven track record of growing and mentoring future leaders in the industry. Her passion for developing talent and fostering growth in the organizations she leads is evident in her work.

Heather is also a highly educated professional who has dedicated her career to helping others succeed. As a great mentor to those new to the industry, she has become a trusted source of guidance and inspiration to many. Her ability to create a positive and supportive work environment is highly valued by colleagues and employees alike.



## Jim Gibson

Jim wears multiple hats (Chief Catalyst at SAIT), CoFOunder at Thin Air Labs, Author, Board member at several organisations, CoFOunder of Rainforest Alberta.

Passionate, infinitely curious and a serial entrepreneur, Gibson has spent three decades anticipating, adapting and advancing technology trends and challenges. Gibson is the co-founder of Thin Air Labs, which funds early stage, entrepreneur-led technology ventures and networks. In addition to remaining a partner with Thin Air Labs, Gibson is active in the innovation ecosystem. He is a member of The A100, board member of Mikata Health and Beakerhead, an advisor to Alberta Innovates, and a mentor with Venture Mentoring Services of Alberta. With a Management Consultant designation (CMC) along with an MBA in Entrepreneurial Studies and Finance and a Bachelor of Commerce in Accounting and Computer Science, Gibson also understands the business side of innovation and technology advances. Outlined in his recently published and thought-provoking book, *Tip of the Spear: Our Species and Technology at a Crossroads*, Gibson examines the challenges and the opportunities ahead.



## Julia Irwin

Julia Irwin is responsible for all things people and culture at Viridian. She has over 10 years of diverse Human Resources and leadership experience and holds a Master's in Human Resources Management from Webster University in Geneva, Switzerland. Julia has extensive experience with effective communication, building strong leadership, ensuring a positive culture exists that meets the company's overall vision, and creating HR processes and policies that support all of the above. Her background has been centered on introducing new initiatives to focus leadership on people and driving business goals. Julia is passionate about building workplaces where employees want to be their best every day, have value and meaning, and feel a sense of belonging. She is passionate about contributing to the success of the families we support and building strong relationships centered around their needs. She is approachable, confident, enthusiastic, and committed to providing excellent service through a solutions-based mindset. Julia's positive attitude is unmistakable, and she constantly demonstrates her flexibility and adaptability by being an advocate for change that betters Viridian and its clients.



## Lisa Genovese

Lisa is the President of BottomLine, Fueled by research and competitive analysis, BottomLine strengthens our client's mission and creates actionable strategic plans to maximize their message, provide the tools, materials and content to get going that much faster. We help our clients to optimize their marketing spend to ensure their budget isn't going into the woodchipper by shining a light on what they're missing in their current strategy. By leveraging data and an analytical approach, we build our strategies to have a huge impact on their bottom line.



# Panelists & Resources



## Melanie McDonald

With more than 15 years experience in the public and private sectors, Melanie has built her career supporting executive leadership teams, solving critical problems, telling compelling stories, establishing formative partnerships, executing on strategic projects and initiatives, and developing and implementing strategy.



## Milena Radovich

Before becoming president at Nexus, Milena spent 20 years in Sales & Marketing which gave her the necessary building blocks to begin her journey with the Nexus team. She takes pride in promoting women in leadership and you can see this passion go into every aspect of what she does. Her drive and persistence allows her to deliver exceptional customer service and results to all of her clients. When she isn't working hard at Nexus or promoting women through her philanthropic efforts you can find her cheering on her two daughters on the soccer field.



## Neeraj Gupta

Neeraj Gupta is the Co-Founder at Lawcubator and also the Chief Strategy Officer & Advisor to the CEO at Attabotics Inc. Neeraj holds Bachelors of Technology degree from Indian Institute of Technology (IIT) in Metallurgical and Material Sciences and Masters of Science Degree from Royal Institute of Technology (KTH), Sweden in Scientific Computing and Mathematics. Neeraj is PGPX in General Management from UCLA Anderson School of Management.



## Randy Poon

Randy Poon is an Associate Partner and Executive Coach with Novus Global, a premier executive coaching firm based out of Los Angeles. Using a phenomenological approach to coaching and organizational development, Randy works with organizations to explore what they are truly capable of. His vision is to come alongside business leaders and further leverage the impact of their companies as a force for good in society.

Randy holds an MBA, as well as a PhD in organizational leadership, focusing on serving purpose-driven leaders and organizations. He has led and taught at the university level, and is currently on the board of a number of organizations.



# Panelists & Resources



## Ryan Demchuk

Ryan has over 7 years of industry experience with people and operational success. Ryan brings extensive knowledge to SureCall from his previous roles within SureCall, from the frontline team to recruitment and talent development. Ryan's goal is to ensure that every frontline and supporting operations team member at SureCall has the tools needed to exceed in their role, as well as to provide them with the support of development plans for new client ambassadors and guests. Ryan focuses on new technologies and functions to assist the overall operational success of SureCall.



## Ryan Townend

As CEO, Ryan manages the key relationships of the agency in all its markets and helps provide long-term vision and insight for the company. He is always eager and ready to share his story of entrepreneurship and the lessons he has picked up along the way – such as his monthly Global TV segments on marketing, which provide a place to educate the public on upcoming trends. Knowing the importance of a strong network, he often shows up to be a guest speaker or attend a panel discussion to offer a distinct point of view, and of course, each month he is at his infamous "Ryan's Roundup" events, where people from all walks of life come together to build new business relationships.

Even though he does it all, Ryan also makes sure to spend his free time with friends and family, pursuing his fitness goals, traveling (especially on his motorcycle), or simply hitting the park with his two dogs. Living life to the fullest is important for him, and he lives his with authenticity, integrity, and of course, a great sense of humour.



## Scott Crockatt

As Vice President, Communications and External Relations at the Business Council of Alberta (BCA) Scott leads the Council's public affairs to bring BCA's policy solutions to the world, and to steward the many external relationships and strategic collaborations required to create real-world positive change. Scott has been part of BCA since its creation as one of the founding employees, and is dedicated to its purpose of making life better. To advance this mission, Scott works extensively with the chief executives of Alberta's most significant companies, government officials, Indigenous partners, media, policy, and community organizations. Before joining BCA Scott spent the previous 15 years leading in communications and advertising agencies, and for-purpose organizations. Scott is an award-winning communicator whose work has received international recognition, and he has been named a Top 40 Under 40. He is a regular contributor in media, and writes on economic, business, and policy topics. Highly active in the community, Scott is a member of the national disaster response team Canada Task Force Two, and the City of Calgary's Business Advisory Committee. He is a volunteer with Bow Valley College and Immigrant Services Calgary. He is also a director and investor in several private Alberta companies. Scott has obtained degrees in business and political science from the University of Calgary and holds a professional designation in communications.



## Scott Lyons

Scott is President of Extend Communications Inc., and holds a Bachelor of Science degree from Wilfrid Laurier University in Waterloo Ontario. He joined Extend in 1989, holding increasingly senior roles in the company, before becoming President in the late 1990s. Scott has spoken at many industry conferences in both Canada and the United States, and has held the position of President of the Canadian Call Management Association (CAM-X), and Board Member of the Professional Inbound Network (PIN).

In addition to his commitment to his business and the industry, Scott is extremely active in his community serving on the boards of numerous organizations and institutions such as the Board of Governors of Wilfrid Laurier University, Brant Community Foundation (Secretary 2011-2013), Lansdowne Children's Centre (Chair 2010-2012), Rotary Club of Brantford (President 2004/2005), Brantford-Brant Chamber of Commerce (President 2002). Scott is also the recipient of the Tom Ryan Award for Ethics and Integrity, and in 2012 was named a (double) Paul Harris Fellow, for his work and dedication to the ideals of Rotary International.

# Closing Social

**Location: The King Eddy**

**Attire: Western Chic**

The King Edward Hotel was first built along the infamous 9th Avenue stretch known as “Whiskey Row” in 1905. The “Eddy” has made headlines many times as the city’s first desegregated bar, a respected live music venue and legendary Blues bar, and now as the centerpiece of Studio Bell, home of the National Music Centre.





# THINGS TO DO IN CALGARY

**59th Annual Convention & Tradeshow  
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# Restaurants Recommendations



## River Café

The River Cafe won a Michelin star in 1998, which it has retained ever since. The restaurant is located in the beautiful Prince's Island Park that is only a 7 minute walk from the hotel!

To view the menu or make a reservation, [Click Here](#)



## Rooftop YYC

Calgary's largest outdoor "weather-managed" patio. The venue offers a forno pizza oven, creative cocktails. The Rooftop is located just around the corner from the Hotel.

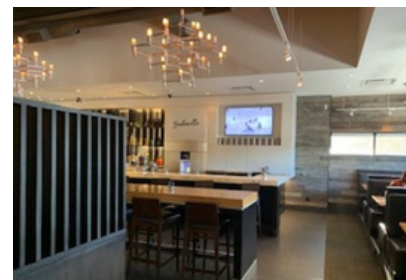
To view the menu or make a reservation, [Click Here](#)



## Major Tom's

Major Tom's offers breathtaking views of the City Skyline - a must see if you are in Calgary. Great for late night bites and cocktails. We recommend making a reservation if you want to check it out.

To view the menu or make a reservation, [Click Here](#)



## Barbarella

If you are looking for Italian cuisine, we recommend Barbarella! Roughly a 5 minute walking distance from the hotel. They are one of the newest local gems in the city!

To view the menu or make a reservation, [Click Here](#)



## Local Pub Eatery Barcley

If you want to enjoy some small bites or grab a drink, Local Pub is a great place to go! located only 2 blocks from the hotel, with both indoor and outdoor seating.

To view the menu or make a reservation, [Click Here](#)



## Kabuku Downtown

If you are a fan of Japanese cuisine and Sushi, we recommend trying Kabuku. The location is one you can't beat, located across the street from the hotel!

To view the menu or make a reservation, [Click Here](#)



## Hy's Steakhouse

Hy's Steakhouse is a favorite in Calgary! Located 3 block away from the hotel, you can enjoy a full meal or go for happy hour to grab some small bites and cocktails. We recommend making a reservation.

To view the menu or make a reservation, [Click Here](#)



## Klein/Harris

A true north food experience! Klein / Harris offers Canadian Cuisine from coast to coast. About a 0 minute from the hotel, great for small bits, cocktails or a dinner option!

To view the menu or make a reservation, [Click Here](#)



# Activities & Places



## Greta Bar

If you like old school style gaming, we recommend checking out Greta Bar. A full service bar with Korean infused food options also available. About a 10 minute walk from the hotel if you wanted to go out and have some plays!

[Learn More](#)



## Prince's Island Park

Prince's Island Park is a great place to check out if you wanted to go for a nice walk along the bow river. Its about a 3 minute walk from the hotel and you can walk the path to see the peace bridge. The River Café is also located in the park.

[Learn More](#)



## Calgary Zoo

The Calgary Zoo is located just outside of downtown and a quick 7 minute cab drive away. You can find a lot of different pieces to explore including a Safari area, Prehistoric, Penguins and our Gorilla family! It takes about 2 - 3 hours to walk the entire Zoo.

[Learn More](#)



# Event details

Westin Downtown  
Calgary, AB

September 25 - 29, 2023

# Stay In Touch

For any questions, please email  
[convention@camx.ca](mailto:convention@camx.ca)

Please join the WhatsApp Group of live update  
and questions during the Convention

[Register Here](#)