

RAMBS

ROCKY MOUNTAIN BUSINESS SEMINAR

Delegate Information Package

February 19 - 23rd, 2024
Fairmont Jasper Park Lodge

MISSION

Our mission is to inspire and empower current business students to become future business leaders.

The Rocky Mountain Business Seminar works to bridge the gap between internal delegates, external delegates, and corporate leaders, to provide learning opportunities that they would not have otherwise had in a traditional classroom setting.

OUR CORE VALUES

Integrity - Adaptability - Excellence - Collaboration

EQUITY, DIVERSITY, AND INCLUSION VISION

We recognize that we have a duty to host a conference which is meaningful and welcoming to all members of our business community, and to drive not just the status quo, but our own vision for an equitable, diverse, and inclusive future.

We strive to identify speakers who are valuable to all delegates, to create a programme which is enjoyable for all attendees, and to build an executive team which is representative of our School of Business' student body. In doing so, we demonstrate our commitment to a business landscape that values all people.

LAND ACKNOWLEDGEMENT

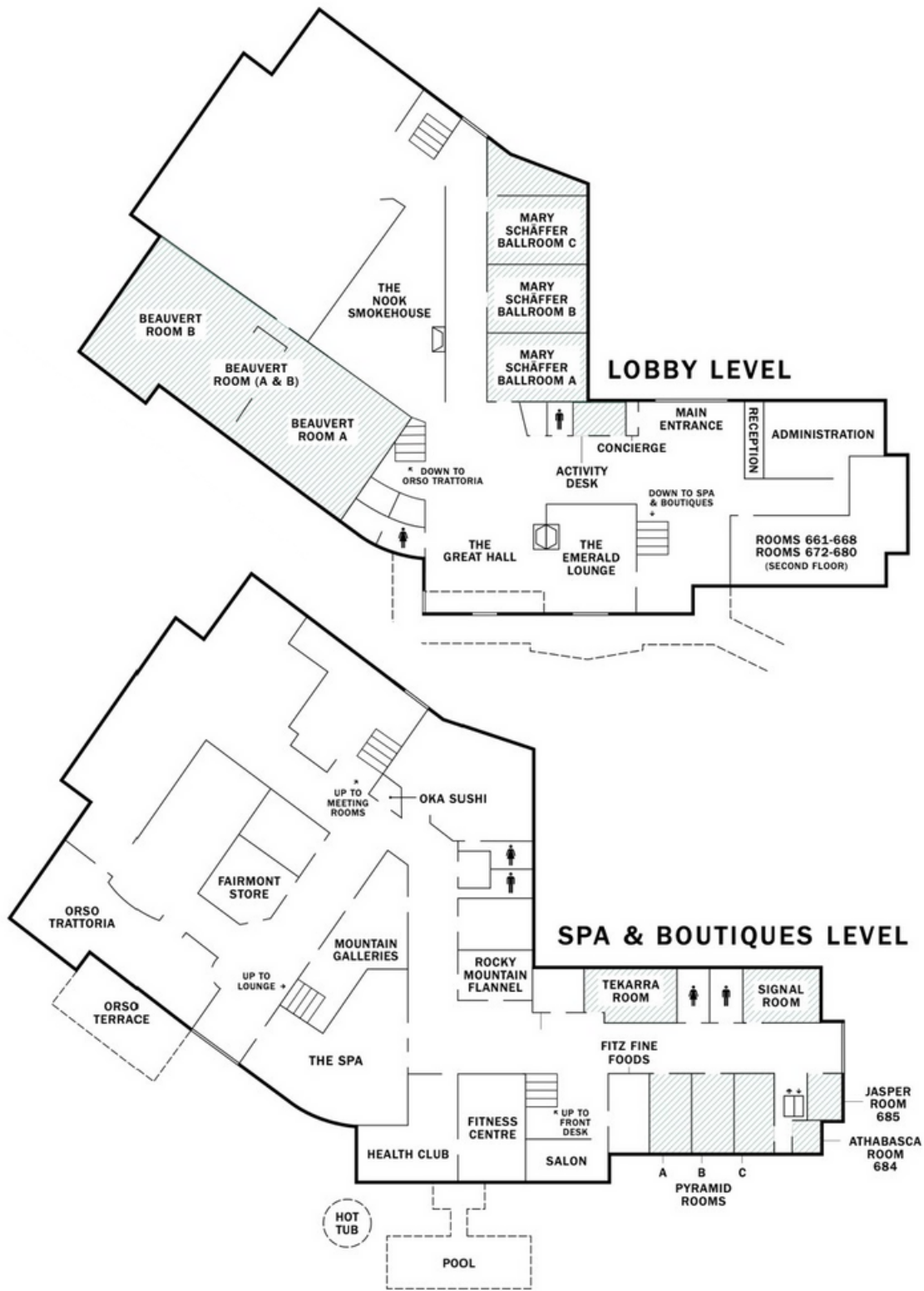
Since its inception, RMBS has been privileged to take place on Treaties 6, 7, and 8 land, which includes our previous conferences in Banff and Kananaskis, our present-day conference in Jasper, and our home in Edmonton.

Building a business world that values all people necessarily includes honouring the Indigenous peoples who lived and continue to live on these lands.

Table of Contents

GENERAL INFORMATION.....	2
LETTER FROM THE PREMIER.....	3
LETTER FROM THE MAYOR.....	4
LETTER FROM THE DEAN.....	5
LETTER FROM THE CHANCELLOR.....	6
LETTER FROM THE COCHAIRS.....	7
2024 EXECUTIVE TEAM.....	8
RMBS/JPL REGULATIONS.....	9
CONFERENCE SCHEDULE.....	10
OUR 2024 CASE SPONSOR.....	11
FULL SPONSORSHIP LIST.....	12
2024 SPEAKERS & SPONSORS.....	13-26
2024 FACULTY + CULTIVATORS.....	27
2024 EXTERNAL SCHOOLS.....	28





EXECUTIVE TEAM CONTACT INFORMATION

If you need to communicate with the RMBS team, you can speak to any executive in-person, email us at rmbs@ualberta.ca, or message us on Instagram @rmbs_2024

FOR PRIVATE, SERIOUS, OR EMERGENCY MATTERS, PLEASE CONTACT ONE OF THE CO-CHAIRS:

Avary Gurney - (780) 566-8148 - agurney@ualberta.ca

Josh Kayne - (780) 660-0740 - jkayne@ualberta.ca

LETTER FROM THE PREMIER OF ALBERTA



MESSAGE FROM THE PREMIER OF ALBERTA

On behalf of the Government of Alberta, it is my pleasure to send greetings to the 2024 Rocky Mountain Business Seminar.

Our province is proud to welcome business students from across Canada for this exciting student-led learning opportunity. Alberta was founded on core values that have made our province great, including free enterprise. We celebrate our job and wealth creators because we know that when they do well, our communities will do well too. As the business and industry leaders of tomorrow, each of you will have an important role to play in the prosperity of our province and country, and I look forward to what you will accomplish.

Enjoy connecting with peers, faculty and industry professionals in this beautiful setting. I hope you come away feeling empowered and inspired for the future, and I wish you the best of luck as you continue your studies. Don't forget to have some fun and enjoy everything Jasper has to offer during your stay.

Thank you to all those who have worked hard to make this year's Rocky Mountain Business Seminar possible.

Have a wonderful time!

A handwritten signature in black ink that reads "Danielle Smith".

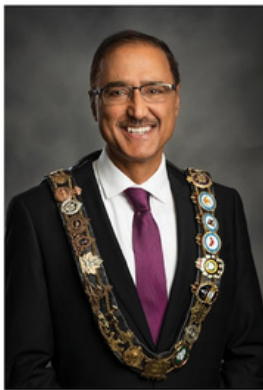
Honourable Danielle Smith, Premier of Alberta



LETTER FROM THE MAYOR OF EDMONTON



Message from His Worship Mayor Amarjeet Sohi



On behalf of City Council and the people of Edmonton, welcome to the 2024 Rocky Mountain Business Seminar!

I am thrilled to extend my warmest greetings to Canada's top-performing business students. For decades, the Rocky Mountain Business Seminar has helped shape our future leaders and innovators. You should be incredibly proud to be a part of this esteemed group of seminar participants.

In today's rapidly evolving world, the spirit of entrepreneurship is more vital than ever. I encourage you to engage wholeheartedly, absorb the knowledge shared and forge valuable connections that will serve you well in your entrepreneurial journey.

As Mayor, I am committed to fostering a collaborative environment that nurtures entrepreneurs and business leaders. Remember, your ideas have the power to transform not just your lives, but also Edmonton and beyond. I hope this seminar will inspire you to dream big and take bold steps towards a bright future.

Best wishes for a successful and enriching week!

A. Sohi

Amarjeet Sohi

MAYOR, CITY OF EDMONTON



LETTER FROM THE DEAN

Leading with Purpose.



Welcome, students, alumni, and friends to RMBS 2024!

From its humble beginning in 1965, the Rocky Mountain Business Seminar (RMBS) has grown into Canada's longest-running student-organized business conference. Every year, RMBS has welcomed top business students from across Canada to partake in a week of knowledge, sharing, and learning.

Your time at the Alberta School of Business is about taking risks, challenging yourself, and making connections. RMBS presents limitless opportunities for its participants, spotlighting the many specializations, student clubs, and national competitions available to our students.

RMBS is also about connecting students with the business community, to enhance and deepen their learning. The seminars, workshops, and keynotes offer students new educational experiences outside the classroom, allowing you to apply them to real-world scenarios. The friends and colleagues you will make this week will open doors and help set you on the path to success. This year, RMBS encourages you to reflect on innovation, and how we can all work to inspire, empower, and drive change in the business world.

My thanks go out to the RMBS Executive team for their work and dedication in organizing this conference, which carries on a longstanding tradition of excellence. I would also like to thank all the sponsors, speakers and industry professionals for their time and support, and to all the students for their participation.

Wishing you an incredible week!



Vikas Mehrotra
Stanley A Milner Professor and
Dean Alberta School of Business

LETTER FROM THE CHANCELLOR OF THE UNIVERSITY OF ALBERTA



OFFICE OF THE CHANCELLOR
Peggy Garritty, Chancellor

On behalf of the Senate of the University of Alberta, it is my pleasure to extend a warm welcome to each of you to the 2024 Rocky Mountain Business Seminar.

This annual event has consistently provided a platform for thought leaders, experts, and undergraduate business students to engage in meaningful discussions, exchange insights, and forge connections that transcend the boundaries of industries and sectors.

As delegates, you play a pivotal role in the success of this seminar. Your diverse backgrounds, experiences, and expertise create a dynamic environment that stimulates intellectual discourse and encourages the exploration of new ideas. The next few days promise to be an enriching experience, filled with engaging sessions, interactive workshops, and opportunities to connect with others who share your passion and drive to solve problems.

I encourage you to actively participate, ask questions, and contribute your unique perspectives. The Rocky Mountain Business Seminar is not only a forum for learning but also a platform for building lasting relationships that will serve you for many years to come. Take advantage of the networking opportunities, engage with your fellow delegates, and embrace the chance to broaden your professional horizons.

I would also like to congratulate the Executive team of the Rocky Mountain Business Seminar for their tireless efforts to bring this conference to fruition. Next year will mark the 60th anniversary of this esteemed event. Most companies do not last that long. The enduring legacy of the RMBS is a testament to the dedication of the undergraduate student leaders who organize this event year after year.

Once again, welcome to the Rocky Mountain Business Seminar. May this conference be a highlight in your year, propelling you towards a future filled with success, growth, and meaningful connections.

Sincerely,

A handwritten signature in black ink that reads "P. Garritty".

Peggy Garritty
Chancellor
University of Alberta

LETTER FROM THE CO-CHAIRS

The 59th Annual Rocky Mountain Business Seminar



Dear Delegates,

On behalf of the 2024 Executive Team, it is our pleasure to welcome you to the 59th annual Rocky Mountain Business Seminar. The Rocky Mountain Business Seminar is one of the most prestigious student-led conferences in Canada, and we are very excited to share this experience with you. This week will bring you many opportunities to grow your professional skills, as well as to expand your network and develop long-lasting connections.

Over the past 59 years, RMBS has seen drastic change and growth. We began as a weekend retreat in the mountains, known as the Banff Student Business Seminar (BSBS), and quickly evolved into an entirely student-organized weeklong event. In 1991 we rebranded as the Rocky Mountain Business Seminar, and over the past 59 years, this event has become the highlight of many students' undergraduate experiences. Our goal is to bridge the gap between internal delegates, external delegates, and corporate leaders to provide an environment that you otherwise would have not experienced in a traditional setting.

This year's theme is 'Innovation'. The past few years have seen unprecedented changes in how companies, and individuals, do business and interact with each other. In an ever changing world, it is important to take the time and consider what innovation means to you, and how you plan to carry this forward and apply it in the future. We invite you to allow RMBS to further connect you with these ideas throughout this year's conference. We encourage you to go beyond your expected limits and emerge with a stronger grasp of what innovation and inspiring change means to you.

RMBS is not an easy, or cheap, event to organize and we wouldn't be able to do it without the generosity of our amazing sponsors. We want to personally thank every speaker, cultivator, faculty member, and sponsor that have chosen to be a part of this year's conference. We also want to extend our gratitude to the Alberta School of Business for their continuous support throughout the years. Further, we would like to extend a sincere thank you to the Jasper Park Lodge and Encore for accommodating us for another amazing seminar. Our Executive Team has shown tremendous dedication and hard work throughout the last year to make this conference a reality. We have personally seen firsthand the countless hours they have put in and the hurdles they have jumped to extend the legacy of The Rocky Mountain Business Seminar.

Lastly, we want to extend our gratitude to you for being a part of this year's conference. We strive every year to create an experience that will leave lasting impressions. We are all extremely excited to meet every one of you throughout the week, and we want to thank you so much for helping make RMBS 2024 a week to remember!

Sincerely,

Avary Gurney & Joshua Kayne
Co-Chairs, Rocky Mountain Business Seminar 2024

2024 EXECUTIVE TEAM



CO-CHAIRS
AVARY & JOSH



EXTERNAL
MATTHEW & ALEXIS



PUBLIC RELATIONS
TYSON & SIMRAN



LOGISTICS
ELENA & NOUR



EVENTS & FINANCE
TESSA & ABTIN



RMBS 2024 & JPL REGULATIONS



FAIRMONT JASPER PARK LODGE REGULATIONS

As guests at the Fairmont Jasper Park Lodge, we are subject to their rules and regulations. Please be courteous and respectful to the other hotel guests.

Quiet hours on the property are from 11PM until breakfast.

As guests, we have full access to the JPL's facilities. These include the indoor-outdoor pool, hot tub, gym, and games room; please be cognizant of these facilities' opening hours. A range of outdoor activities, such as skating and snowshoeing, are also available—please ask the concierge for more information.

You cannot bring any outside individuals onto JPL property. Furthermore, you cannot bring non-RMBS guests to RMBS functions, even if they are guests at the JPL.

Your delegate fee includes all scheduled meals, accommodation, and open facility use. In-room dining, spa treatments, bar tabs, etc., are not included, and any additional costs must be settled in full at reception prior to departure.

Not doing so will result in having those charges billed to the credit card you filed at check-in. Similarly, you are responsible for the condition of your room during your stay, and any damages will be charged in the same way if not paid before departure.

UNIVERSITY REGULATIONS

All University of Alberta regulations—including cannabis policy—remain in effect, according to the **Code of Student Conduct**.

Failure to adhere to the **Code** will result in not just being sent home, but also a conversation with the Faculty and Administration.

DRESS CODE

All individuals attending RMBS (delegates, Executive members, faculty, corporates, cultivators) are expected to adhere to a **business professional** dress code for all RMBS activities (breakfast through dinner, excluding free time).

During free time and hospitality suite, casual dress is permitted. We strongly encourage theme night participation.

CONFERENCE EXPECTATIONS

You must wear your RMBS name tag at all times. You cannot access the JPL's amenities, nor any RMBS functions, without it.

We recommend that you keep your room key and identification (for Hospitality Suite) in your name tag, and then leave your wallet securely in your room—this is just our suggestion. All keynote speeches, breakout sessions, and workshops are **mandatory to attend**.

If you skip a keynote, breakout, or workshop without communicating an acceptable reason to a member of the executive team, you will not be able to attend the Hospitality Suite that night.

If, for any reason, unacceptable behaviour is demonstrated and you are sent home, you will need to repay the subsidization of your delegate fee, **as well as** the costs of your immediate transportation home.

RMBS is proud to have a legacy of creating a respectful, professional environment for everyone who attends. Our goal is to provide an unforgettable experience to everyone – for the right reasons! If you have any questions or concerns, please do not hesitate to speak with any member of the Executive team.

2024 CONFERENCE SCHEDULE

	Monday (2/19/24)	Tuesday (2/20/24)	Wednesday (2/21/24)	Thursday (2/22/24)	Friday (2/23/24)
8:00: AM		Breakfast: Beauvert A	Breakfast: Beauvert A	Free Time	Free Time
8:30: AM		Breakout Sessions 1. PCL: Pyramid BC 2. Mowbrey Gil: Tekarra 3. Fountain Tire: Pyramid A	Case Resolution (Fountain Tire)	Breakfast: Beauvert A	
9:00: AM		Workshop 1. Edmtn Dntown BA: Pyramid BC 2. CPA Alberta: Tekarra 3. Oscar Lopez: Pyramid A	Pyramid A Tekarra Pyramid BC	Breakout Sessions 1. AIMCo: Pyramid BC 2. Kurian Tharakan: Tekarra 3. Emissions Reduction Alberta: Pyramid A	Brunch: Beauvert A
9:30: AM		Networking: Beauvert B	Morning Keynote (Mowbrey Gil): Beauvert B	Networking: Beauvert B	
10:00: AM		Speed Networking Lunch: Beauvert A	Lunch: Beauvert A	Lunch: Beauvert A	Free Time: Ballroom AB
10:30: AM		Afternoon Keynote (Entrepreneur Panel): Beauvert B	Case Presentation (Fountain Tire) Pyramid A Tekarra Pyramid BC	Afternoon Keynote (Kurian Tharakan): Beauvert B	Meet in JPL to Depart
11:00: AM		Free Time	Free Time	Breakout Sessions 1. CWB: Pyramid BC 2. Robb Sombach: Tekarra 3. Direct Energy: Pyramid A	
11:30: AM		Dinner: Beauvert A	Dinner: Beauvert A	Free Time (Optional Photo Session)	Depart to Edmonton
12:00: PM	Welcome Address Beauvert B			Banquet Dinner: Beauvert A	
12:30: PM	Dinner Beauvert A	Evening Keynote (Remy Investment Group): Beauvert B	Evening Keynote (Specialized Recruiting Group): Beauvert B	Evening Keynote (PCL): Beauvert B	
1:00: PM		Free Time	Free Time	Casino Night: Ballroom AB	
1:30: PM		Games Night: Pyramid A Tekarra Pyramid BC		Free Time	Free Time
2:00: PM		Free Time	Hospitality Suite Tent City	Hospitality Suite Tent City	Hospitality Suite Tent City
2:30: PM					
3:00: PM					
3:30: PM					
-					
4:00: PM					
4:30: PM					
5:00: PM					
5:30: PM					
6:00: PM					
6:30: PM					
7:00: PM					
7:30: PM					
8:00: PM					
8:30: PM					
9:00: PM					
9:30: PM					
10:00: PM					
10:30: PM					
11:00: PM					
11:30: PM					
12:00: AM					

OUR 2024 CASE SPONSOR

FOUNTAIN TIRE

The logo for Fountain Tire is displayed on a bright yellow rectangular background. The text "Fountain Tire" is written in a bold, blue, italicized sans-serif font. A small red maple leaf icon is positioned above the letter 'i' in "Fountain".

For our 2024 conference, Fountain Tire has generously decided to be our Case Sponsor

Get excited for our case competition and gain insights into the challenges faced by a local business with a unique ownership structure. Help to develop an innovative solution with a feasible execution

Good luck and have fun!

PEAK



CONSTRUCTION

SUMMIT



GLACIER



Fountain Tire



CREST



CIBC PRIVATE WEALTH
REMY INVESTMENT GROUP



RIDGE



VENUE AND AUDIOVISUAL



FOUNDATIONAL



Meghna Singh

(Breakout)

How do you go from being an engineer to being the Head of Strategy and Innovation at a large institutional investor?

Ask Meghna Singh, and she will tell you that it takes curiosity, courage and collaboration. Meghna has a PhD in Electrical Engineering, specializing in signal processing and computer vision, and has worked in various sectors, from Financial Services, Utilities, to Asset Management.



She leads the Strategy and Innovation function at AIMCo, one of Canada's largest institutional investors, where she is responsible for shaping and delivering the organization's innovation agenda. Meghna's colleagues describe her as passionate, funny and supportive, and someone who never stops learning.

ALBERTA SCHOOL OF BUSINESS



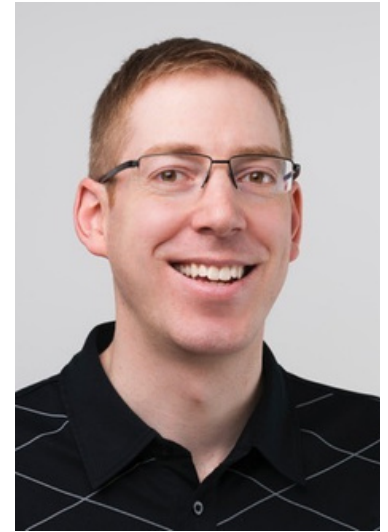
Robb Sombach

(Breakout)

Robb Sombach is an Information Technology Professional with over 25 years of work experience in both the private and public sectors. He has held many roles, which have varied from Systems Analyst, Business Analyst, Project Manager, Developer, System Administrator and Educator. He is currently an Associate Executive Professor at the Alberta School of Business, and values the perspectives that students bring to solving the problems of today.

Bryan Smith (Panelist)

Bryan founded Bluetrain in 2007, growing the firm into a team of over twenty professionals who have provided digital marketing expertise to some of Canada's most recognized corporate and non-profit brands, including ATB Financial, EPCOR, Canadian Brewhouse, Stollery Children's Hospital Foundation, UNICEF Canada and the UN Refugee Agency (UNHCR). A leader in digital marketing, Bluetrain provides data-driven digital marketing services on an ongoing basis to clients across Canada and the United States. It focuses on offering management of online advertising, SEO, content marketing, social media, and web analytics. Bryan is a digital marketing expert with over 25 years of experience working on hundreds of websites, and managing millions in advertising spend. His professional marketing career began in 1999 as a member of SMART Technologies' online department in Calgary and continued with his marketing consulting role at Incite in 2001, an Edmonton marketing firm.



With a Bachelor of Commerce from the University of Alberta School of Business, Bryan went overseas to work in Europe and did marketing for a U.S. mobile software startup. In 2003, Bryan returned to Edmonton to continue his career, starting a four-year marketing and business development career at Micralyne, a world-leading micro/nanotechnology company. Named a Business in Edmonton Leader and awarded Sherwood Park Chamber Young Entrepreneurial Award, Bryan has overseen 17 years of growth for Bluetrain, is an engaged member of Edmonton Executive Association, and sits on the Board for both Alberta Municipalities Services Corporation and Entrepreneurs Organization (EO Edmonton). Most importantly, Bryan is a proud executive board alumnus of the Rocky Mountain Business Seminar.

CPA ALBERTA

Harriet Tinka CPA | CMA | BBA | CCP | DTM | B.Msc *(Workshop)*

As the CEO of EmpoweredMe Inc., an award-winning Social Enterprise, Harriet Tinka passionately dedicates her career to empowering individuals through coaching, workshops, and a profound commitment to fostering personal development.

She is a multifaceted professional excelling in various arenas and believes that investing in and believing in people is the most innovative business decision companies can make. Throughout her 20-year finance career, she showcased financial acumen, demonstrated a profound commitment to community service, and exemplified her leadership skills by adding value to those around her.





Nina Benvenuto CPHR | CTMP

Talent Acquisition advisor, CWB Financial Group

(Breakout)

One word to describe Nina? Energy! She wraps that core of her personality with other words like Engaging! Passionate! Fun! When you speak with Nina, you'll soon realize there is no greater historian or curator of the CWBFG brand. She has collaborated on strategic initiatives across functions and departments and is a champion of relationships. Nina has spent most of her career at CWB, and in those 17 years, has been a central part of CWBFG's growth and transformation journey.

She's crafted learning strategies for major initiatives using a blend of creativity and enthusiasm. As she's worked to enlighten both branch and corporate employees, her focus on relationships and connections helped lead her to her most favourite role yet on the talent acquisition team. Nina's motto is "The bigger the hair the harder they stare". Encouraging everyone to bring your true authentic self and stand out!

EDMONTON DOWNTOWN BUSINESS ASSOCIATION

Puneeta McBryan *(Workshop)*

Puneeta McBryan is the CEO of the Edmonton Downtown Business Association, a role she took on in December of 2020 amid the COVID-19 pandemic, as cities, downtowns and businesses all over the world grappled with the devastating impact of the pandemic and the unknown reality ahead. As the lead convener, connector, and 'chief optimist' for Edmonton's Downtown, Puneeta is working with all three orders of government, the private sector, the arts & cultural and post-secondary sectors, and her city's social services and nonprofit leaders to help build vibrancy, social well-being, and economic prosperity for her community.



This work has led to her recognition as the Inspired Leader of the Year in 2022 by IABC Edmonton, one of Edmonton's Top 40 Under 40 by Edify Magazine in 2021, and the recipient of the Edmonton Chamber of Commerce's 2022 Community Impact Award. Puneeta also serves on the Board of Directors for Health Cities, sits on the Norquest Workforce Advisory Council, and often volunteers her time to work with business students at the University of Alberta School of Business.

Previously, Puneeta was an industry leader in the field of marketing and communications, most recently as the Director of Client Services at ZGM Modern Marketing Partners, Western Canada's largest independently owned full-service advertising agency.



Tanis Kozak

(Keynote)

Vice President & General Manager



At Direct Energy, Tanis Kozak is the Vice President and General Manager responsible for the Canada Home business providing electricity and natural gas to ~1,000,000 customers. Tanis is a Direct Energy Marketing Limited Board Director & Officer as well as an Edmonton Global Board Director and Chair of the Governance & HR Committee.

Before joining Direct Energy in 2003, Tanis held senior roles in Operations, Sales, Product Development, Strategy and Enterprise Project Management with TELUS, EPCOR and ADC Telecom – Systems Software Division.

Tanis received a Bachelor of Commerce degree (Accounting) and a Bachelor of Science in Agriculture degree (Agricultural Economics, Animal Science) from the University of Alberta and holds an Institute of Corporate Directors designation (ICD.D). In addition, she has also completed the Queen's University Executive Development Program and the Centrica General Management Programme.

Tanis lives in Sturgeon County on a grain farm with her husband and three children. She has been actively involved with 4H Alberta, has spent multiple years as a fundraiser for numerous youth athletic programs and enjoys volunteering in her community with charities - Meals on Wheels and The Mustard Seed.



David Curran

(Breakout)

David Curran has 30 years of Project Management and IT Management experience across a variety of industries including Oil & Gas, Cannabis, Social Services, Utilities, M &A, not for profit and fast paced startups.

As a project manager, David has been responsible for implementing a variety of enterprise class solutions including ERP systems, Call Center as a Service (CaaS), custom developed solutions and a variety of IT infrastructure implementations.

Having long depended on practical “on the job” training, David has recently decided to pursue an MBA.



Daron Stewart

(Breakout)

Daron Stewart has 30 years of process optimization and business transformation experience and holds Bachelor of Science and Master of Business Administration degrees from the University of Alberta. His international experience includes assignments in the US, Czech Republic, Romania, Germany, Poland, Korea, and Canada. Daron’s background includes customer care, market and strategic planning, M&A integrations, IT, ERP, process optimization and business transformation. Daron was self-employed for 20 years, working in several industries, including utilities, pharmaceuticals, oil and gas, law enforcement, legal services, mining, financial services, and telecommunications. Daron is a member of the Kids Kottage Board and is a former Vice-Chair for the Edmonton Chamber of Commerce Environment Committee. Daron thrives off variety and lives by the mantra “Get comfortable being uncomfortable” (U.S. Navy Seals).



Heather Stephens

Chief Operating Officer

(Breakout)

Heather Stephens is ERA's Chief Operating Officer. Heather has worked with ERA since inception and has played a key role in operating and growing the organization over the past 12 years. In her current role, Heather leads teams responsible for finance, project portfolio management, information technology, contract management, governance, and HR.

As a Chartered Professional Accountant, Heather brings her extensive background in audit and financial accounting with not-for-profit organizations, Government of Alberta agencies, as well as various private and public Canadian and International companies. Prior to joining ERA directly, Heather spent 20 years with the multi-national accounting firm PricewaterhouseCoopers in both the Edmonton and London, UK offices, the last nine of which were primarily dedicated to helping establish and operate ERA (formerly Climate Change and Emissions Management Corporation). Heather graduated from the University of Alberta with Bachelor of Science and Bachelor of Commerce degrees.

FOUNTAIN TIRE



Stephanie Proseilo

(Breakout)

Stephanie is a marketing innovator who loves to create digital solutions to enhance and engage teams and the customers they serve. Her experience spans B2B and B2C with iconic brands such as ATB Financial, Finning, Vallen, and Fountain Tire. She had rolled up her sleeves in many areas of marketing like digital marketing, e-commerce, social media strategy, content strategy, channel management, communications, and voice of the customer programs.

Outside of work, she can be found on the ski hill or a hike with her family somewhere in Alberta, and her love of skiing almost equals her love of music and a good book.

Gregory Mowbrey *(Breakout & Keynote)*

Gregory Mowbrey is the Managing Partner of Mowbrey Gil LLP Chartered Professional Accountants & Business Advisors. After obtaining his General Arts degree with an Economics Major and an MBA, he began articling with a major international accounting firm, gaining a wealth of knowledge and experience. Driven by the pull towards his roots, he joined his father's local practice. It was here he expanded his skill set in owner/manager financing, taxation, audit and assurance, advisory services, and the nuanced art of mergers and acquisitions.

Today, Mowbrey Gil proudly stands as the second largest local firm in Edmonton, boasting a powerhouse team of approximately 75 people. The firm offers a comprehensive range of services comparable to an international firm, with the exception of public companies and insolvency, made by choice.

Gregory not only excels in his professional life but is also a dedicated family man and has been married to his wife for nearly 29 years and is a proud father of two daughters both of whom have followed in their father's footsteps, joining the world of accounting. Gregory is eager to share his insights and stories from his career with the delegates at RMBS and hopes to engage the next generation of CPAs.



REMY INVESTMENT GROUP AT CIBC WOOD GUNDY

Petra Remy *(Keynote)*

Many people talk about making a difference in the world. Senior Wealth Manager and Certified financial planner, Petra Remy, just gets out there and does it!

A tireless advocate for life long learning, Petra obtained her Masters while a single mom raising two daughters, and then just kept right on going, eventually amassing 18 years of financial experience as a "retirement readiness" investment specialist, growing her successful team of financial experts from 7 to 57 in exemplary time!

An avid philanthropist, Petra donates her "spare" time and formidable talents to an entire array of worthy causes and pursuits, from chairing conferences, to running fundraisers, as well as serving as an executive board member for organizations as varied as the Rotary Club, Toastmasters International and BNI. Passionate about helping her clients achieve their dreams of financial independence, Petra is especially committed to socially conscious investing in corporate entities operating in alignment with enlightened values that make for a more positive community while reducing the risk of her clients portfolios.

All in all, it seems apparent that the legacy Ms Remy will leave us... is a better world.



Oscar Lopez *(Breakout & Panelist)*

Oscar Lopez was born in El Salvador, Central America but grew up in Edmonton, where he graduated high school with the Most Outstanding Student Award. He enrolled in the Co-operative Education Program at the Faculty of Business at the University of Alberta and graduated in the spring of 2002 with a Major in Distribution Management but with a passion for international business. While at the Faculty of Business, Oscar did the study abroad program in his third year spending one semester at the TEC de Monterrey – Campus Guadalajara in Mexico where he first got a taste of international business and made life-long friends.



After graduating from business school, he embarked on an AIESEC exchange, landing in the small city of Santa Maria, located in Brazil's southernmost state of Rio Grande do Sul. While on his one-year internship at a trading company there, he fell in love not only with Susana, his wife of 20 years but also with "churrasco" or Brazilian-style barbecue. After returning home to Edmonton from Brazil in 2003, Oscar embarked on the business plan to make reality the opening of Edmonton's first authentic Brazilian steakhouse, later given the name Pampa Brazilian Steakhouse. Returning to Brazil in 2004 he worked as a butcher, and in all positions in a local Brazilian Steakhouse in the city of Porto Alegre, also located in southern Brazil. There, he learned the trade of "Churrascarias" or Brazilian-style steakhouses spending two years working for free as he had no formal work permit. Upon returning to Edmonton in 2006 and spending five more years in the restaurant industry working in a number of different establishments and "perfecting" the Pampa business plan, the chain's first location opened to great success, great reviews and many awards in February of 2011 in Downtown Edmonton. Pampa was also featured nationally and internationally in FoodNetwork Canada's show called "The Opener" featuring celebrity Chef David Adjei.

The second location opened its doors in Downtown Calgary in January of 2015, featuring an 1,800 bottle wine cellar, one of the city's biggest and over 200 seats to serve Calgarians the province's best Brazilian barbecue. South Edmonton on Ellerslie Road saw Pampa open its third location in late summer of 2017, featuring a wine-themed bar and photography taken from one of the business partner's cattle ranches in southern Brazil. Just over a year later, in December of 2018, the third location in Edmonton and fourth overall, opened in the city's West End on 170th street offering dining for up to 170 guests. Finally in the early fall of 2019, Pampa opened its doors in Central Alberta, with a 110-seat location in the northern part of Red Deer. In the spring of 2021, the original Downtown Edmonton location expired its lease, and the restaurant was closed.

At its height, Pampa employed over 225 team members, had revenues of \$12.5M per year, offered a total of 980 seats in five locations and was considered the largest Brazilian-steakhouse chain in Canada in terms of number of staff members, revenue, seats, and locations. After closing one of its locations, Pampa is tied for the number one spot in some of the categories with an operation from Ontario. Oscar is an avid traveler since a young age, his first trip abroad (other than moving to Canada at age 10) was to Yokohama, Japan while in grade 11, where he hiked Mount Fuji at nighttime to watch the sunrise from the summit. Besides Japan, Oscar has had the opportunity to travel to just over 30 countries. An avid Formula 1 fan he has watched 6 races around the world and he hopes to visit the rest of the circuits in the coming years. When not watching Formula 1 races, you will find him doing overnight hikes in the Rocky Mountains or in B.C.'s west coast with his brother Fernando. His wife Susana and Oscar welcomed their daughter Siena in August of 2022, their first child. Their two Dachshunds, Luna and Valentina round out their family. Oscar calls south Edmonton home, and his favourite chant is "Let's Go Oilers!"



CONSTRUCTION

Jason Idler

(Keynote)

*Chief Operating Officer,
Heavy Industrial, PCL Constructors Inc.*



Jason Idler brings more than 30 years of experience to his role as chief operating officer of PCL’s heavy industrial operations. He holds a bachelor’s degree in electrical engineering from the University of Saskatchewan. Joining the PCL family of companies in 2008 as vice president of PCL Intracon Power, he was appointed regional vice president with responsibility for Canadian operations in 2013. The next year he joined the board for PCL Construction Holdings Ltd. and assumed executive sponsorship for large-scale industrial projects, some of the largest PCL has executed among them. In 2017, Jason was named executive vice president for Canada and then president of US heavy industrial operations, based in Houston. Jason is responsible for PCL’s portfolio of work in the oil and gas, power, renewables, chemical and petrochemical markets.

He works with a team of regional executives to oversee all aspects of project planning and delivery including oversight of engineering, project controls, quality, procurement, construction execution, risk management, and health, safety, and environment (HSE). Jason is deeply involved not just in the work of construction, but also in how PCL partners with clients and stakeholders to build a sustainable energy and resource future. For him that means attention to people, to community and to PCL’s role in the energy transition. From planning to site fabrication to execution and ongoing maintenance, Jason, along with the entire heavy industrial group, promises clients a fully tailorable project solution.

Jason is heavily involved in his community, serving as chair of PCL’s United Way Campaign, and enjoys spending time with his wife and 2 kids, as well as golfing.

Mike Bray

(Breakout)

District Human Resources & Professional Development Manager, PCL Industrial Management Inc.

Mike has been working in Human Resources since 2005 and has been with PCL since 2007, starting as a Human Resources Coordinator before transferring to Finance in 2010. He returned to the world of Human Resources in 2012 and in 2015 transferred to Houston as the district HRPD Manager. Mike came back to Edmonton in 2021 to work as the District Human Resources & Professional Development Manager for the Canadian Industrial group.



While working with PCL, Mike has contributed to a variety of initiatives including chairing district DE&I committees, social committees, United Way Campaigns in Houston, and Bust a Move in Edmonton. He has also been deeply involved in his communities, serving as vice president for the board of directors of Houston Habitat for Humanity, working with Junior Achievement, and becoming a foster parent. In his spare time, Mike enjoys spending time with his wife and daughter, camping, dirt biking, snowboarding, and playing hockey.



Chris Pullen



John DeCesare



David Mann



Kyla Schiebel

Bios for PCL's non-speaking representatives available on our website

Jessica Culo (Keynote)

Jessica is the President and Co-Owner of Express Employment Professionals and Specialized Recruiting Group in Edmonton AB.

After graduating from the University of Alberta in 2004, Jessica (with the help of her parents) purchased and launched a handful of franchises that operate in the Recruitment, Headhunting and Staffing Industry. These were start up businesses, and originally, Jessica's primary role was Business to Business Sales.

In 2014, her husband joined her in the business, and now together- as co-owners of the group, have 16 employees, serve approximately 400 companies in the Edmonton area annually, and provide approximately 3000 people with contract and permanent jobs each year.

They are proud to operate the largest group of franchises within their Canadian network of approximately 40 offices, and are consistently ranked within the top 10 for production within their international network of 800+ franchises. Together, Jessica and Branko also have 2 children- Jax and Addison that are in Jr High, and a dog named Stanley.



Cheryll Watson (Keynote)

Cheryll Watson is the CEO of Junior Achievement Northern Alberta, empowering youth for financial success in the global economy. Cheryll's career legacy has been focused passionately around supporting entrepreneurs. From her early start with Intuit, a global leader in financial software, she gained an immersive understanding of the importance and impact of small businesses.

Transitioning from Intuit in 2015, she dedicated herself to enhancing Edmonton's entrepreneurial and innovation ecosystems.

Founding Innovate Edmonton (now Edmonton Unlimited) at Edmonton Economic Development Corporation, she focused on fostering a growth environment for local tech startups. Drawing on her global experience, Cheryll ran for Mayor in 2021 and later spearheaded the opening of STEM Collegiate, now serving as its inaugural Board Chair. Alongside her family, Cheryll actively supports various causes, including mental health, education, municipal government, environmental initiatives and is a founding member of the Downtown Revitalization Coalition, aiming to create a vibrant, welcoming and prosperous downtown for everyone.

KURIAN M. THARAKAN

(Breakout & Keynote)

Managing Director

Kurian Mathew Tharakan is the founder of the sales and marketing strategy firm StrategyPeak Sales & Marketing Advisors and a 27-year veteran of the sales and marketing industry.

He has consulted for companies in numerous sectors, including Manufacturing, Distribution, High Technology, Software, Non-Profit, and the Life Sciences. Before StrategyPeak, Mr. Tharakan was a vice-president sales & marketing for an Alberta based software firm where his team achieved notable wins with several members of the US Fortune 500.

Mr. Tharakan is also the author of the Amazon Bestseller, "The 7 Essential Stories Charismatic Leaders Tell."

Mr. Tharakan's association with the University goes back over thirty years. He graduated with a business degree in 1985. In 1990, he started his involvement with the newly formed Business Alumni Association, serving on numerous committees, and eventually as its President. In 2005, he was appointed as the School of Business representative to Alumni Council where he served for three years, and, beginning in 2011, he served for six years as a senator on the University of Alberta Senate.



Erinn Trebackiewicz

(Panelist)

Erinn Trebackiewicz is the Founder and CEO of The Skinny, a thriving retail company based out of Edmonton, Alberta.

As a busy mom of three, Erinn grew her company from an online store in her basement with her twin babies in tow, to a multi-million dollar retail chain with 4 brick & mortar locations (and one more currently in the works) in just 9 years. During this time, Erinn has collaborated on projects with multiple celebrity figures including Kaitlyn Bristowe, Sarah Landry from The Birds Papaya, and Jillian Harris.

She also has recently entered the design and manufacturing world, with her own in-house brand of items that started with a cardigan, lovingly called The Erinn cardigan, a staple of The Skinny that has gained its own international fame.



ZERO POINT CRYOGENICS

Chris Cassin

(Panelist)



The CEO and Co-Founder of Zero Point Cryogenics, Mr. Chris Cassin, is a father, husband, and infinitely curious entrepreneur. He has an economics degree and started his career estimating and coordinating large-scale industrial projects as part of the Aecon Group of Companies. His next endeavour involved managing a private land development, construction, and real estate holdings company where assets were to be completed, amalgamated and sold.

These experiences taught him about what it meant and takes to be an entrepreneur. In the time that followed, Chris co-founded a transportation company called Fox Oilfield that specialized in the transportation of over-dimensional assets across Canada and the USA. Since Chris joined Zero Point Cryogenics as CEO, he has planned, managed and overseen the transition of the technology out of the University of Alberta and into a 5,000-square-foot manufacturing facility and hired a team of 17 diverse and talented employees.

Chris provides leadership and guidance to build and maintain operational efficiencies, the organization's financial health, and a unique corporate culture. He has also developed a multifamily residential community in Fort Saskatchewan, is an active participant in Entrepreneur Organization's Edmonton Chapter, and is involved in the Edmonton tech community.



We would like to thank our generous essay contest sponsor, the Badger Investment Group.

REYNOLDS MIRTH RICHARDS & FARMER LLP



We would like to thank our generous sponsor,
Reynolds Mirth Richards & Farmer LLP

Our sincere thanks to the Alberta School of Business for generously sponsoring our faculty in attendance.

FACULTY IN ATTENDANCE

TRISH STRINGER - ***RMBS FACULTY ADVISOR*** - ACCOUNTING

VIKAS MEHROTRA - DEAN - ALBERTA SCHOOL OF BUSINESS

ROBB SOMBACH - BUSINESS TECHNOLOGY MANAGEMENT

M. HOSEIN ZARE - OPERATIONS MANAGEMENT

UTKU AKKOC - MARKETING

KATIE MEHR - MARKETING

OLENKA LI - ACADEMIC DEPARTMENT MANAGER

CULTIVATORS IN ATTENDANCE

ANGELA ARMSTRONG - PRIME CAPITAL GROUP

ALEXANDRA FOREST - PRIME CAPITAL GROUP

BEN BODNAR - MOWBREY GIL LLP - RMBS EXEC ALUMNI

CAITLIN GEE - RE/MAX ELITE - RMBS ALUMNI

CONRAD BODNAR - BODNAR GROUP OF COMPANIES

GEOFF BADGER - CANACCORD GENUITY WEALTH MANAGEMENT

JILL SUNDQUIST - ZAG

RMBS 2024 EXTERNAL SCHOOLS



ASPER SCHOOL OF BUSINESS AT
THE UNIVERSITY OF MANITOBA



CONCORDIA UNIVERSITY OF
EDMONTON



EDWARDS SCHOOL OF BUSINESS AT
THE UNIVERSITY OF SASKATCHEWAN



HILL SCHOOL OF BUSINESS AT THE
UNIVERSITY OF REGINA



MACEWAN UNIVERSITY



TED ROGERS SCHOOL OF
MANAGEMENT AT TORONTO
METROPOLITAN UNIVERSITY



RAMBS