MacEwan UNIVERSITY

BUSINESS STUDENT CONFERENCE

January 24, 2025

JW Marriott Edmonton ICE District

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Detailed Agenda

Time	Event	Location
8:00 – 8:45	Registration / Exhibition / Light Breakfast	Foyer & Wayne Gretzky A
8:45 – 9:30	Dean’s Welcome / Opening Ceremony	Wayne Gretzky B/C
9:30 – 10:30	Panel with Distinguished Industry Executives • Hosted by: Associate Dean, Dr. Ali Taleb • Panel: ◦ Shane Asbell, Partner Office Leasing & Sales, Cushman Wakefield Edmonton ◦ Naseem Bashir, Executive Chairman, Originus Ltd./Williams Engineering Group ◦ James Jackson, VP, Air Service & Business Development, Edmonton International Airport ◦ Jeanne Lehman, CEO, Black Canadian Woman in Action	Wayne Gretzky B/C
10:30 – 11:15	Break: Networking / Exhibition / Refreshments / Photo Wall	Foyer
11:15 – 12:15	Parallel Sessions A Choose to attend **one** of the following:	
	Data Analytics for Business Intelligence	Lowe/Fuhr
	Personal Finance	Wayne Gretzky A
	Supply Chain Management Trends & Opportunities	Jari Kurri B
	Personal Branding	Jari Kurri A
12:30 – 14:10	Lunch & Keynote Speaker – Martin Latulippe	Wayne Gretzky B/C
14:10 – 15:00	Break: Networking / Exhibition / Refreshments / Photo Wall	Foyer
15:00 – 16:00	Parallel Sessions B Choose to attend **one** of the following:	
	Alumni: Transition from Student to Professional Life	Jari Kurri A
	Entrepreneurship as a Career Option	Wayne Gretzky A
	Data Analytics for Sustainability	Jari Kurri B
16:15 – 16:30	Closing Remarks & Prize Draw	Wayne Gretzky B/C

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Keynote Speaker



Martin Latulippe, CSP

Social entrepreneur, inspirational speaker, best-selling author and philanthropist, Martin Latulippe, CSP has been hired by hundreds of organizations of national and international renown, to teach strategies in transformational and inspirational leadership. Martin is one of the most in-demand bilingual inspirational speakers in Canada. He has taught hundreds of organizations strategies in leadership, change management, inspiration, and peak performance. Audiences are blown away by Martin's wisdom and life-touching stories.

Injured in the neck by a hockey skate while playing at the World University Championships in 2001 as Team Canada captain, Martin nevertheless led his team to a silver medal victory. Since then, he has dedicated his life to helping individuals, teams, and organizations create and master transformational thinking.

On July 2009, Martin received his Certified Speaking Professional (CSP) designation, the highest standard of excellence within the professional speaking industry. Less than 10% of the more than 6,000 speakers around the world hold this designation

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Executive Industry Panelists



Shane Asbell, Partner Office Leasing & Sales, Cushman & Wakefield Edmonton

Shane Asbell has over 27 years' experience in office sales and leasing in the Greater Edmonton market. Shane joined the firm in 1998, after graduating from the University of Alberta with a Bachelor of Arts and Bachelor of Commerce Degrees. He became a Partner of the firm in 2005. Shane works with seven other sales associates in te office division including his team compromised of Scott Vreeland, Associate Partner, and Jacob Dyskstra, Senior Sales Associate. Shane specializes in site selection, office leasing and sales, representing several medium and large sized companies, such as TD bank, RJC Engineers, Select Engineering, Bennett Jones LLP, Lloyd Sadd Insurance, Acera Insurance, Sun Life Financial, Rogers Media, OFX Currency Exchange, Mint Health + Drugs, Stratica Medical, Primed Medical Inc. and Cashco Financial. He has represented several charities and not for profit associations including the United Way, Catholic Social Services, and Jewish Federation of Edmonton. He has completed over 1,600 transactions in his career including 220 sales, with most of these properties being purchased by owner/user investors looking for a building to house their office operations that Shane represented. Shane also represents several local and couple national Landlords in marketing and securing tenants for their office properties including QuadReal, TerraCap, Canterra Developments, and Pagnotta Properties Inc.

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Executive Industry Panelists



Naseem Bashir, Executive Chairman, Originus Ltd./Williams Engineering Group

Business leader, engineer and community builder Mr. Bashir is the Executive Chair of Originus Ltd. which is made up of three operating companies: Williams Engineering Canada Ltd., Umbra Engineering Ltd., and DB Technologies LP. Originus Ltd.'s primary purpose is to build, acquire, and operate companies that contribute to sustainable cities and communities with the primary goal of making them safe, inclusive, and resilient.

Naseem believes that companies should be built around a core social purpose and that their business models should empower their purpose through a social, behavioural, and technological innovation stack, enabling organizations to balance their financial and social impact goals and objectives. Technological disruption occupies a key place in his view of strategy. Challenging the norm while committing to and investing in a digital journey enables businesses to discover endless possibilities. Applying any successes, failures, and lessons learned during that same journey contributes to a more positive outcome and experience for team members, customers, and the cities and communities we are all a part of. With a keen interest in corporate governance Naseem currently serves as a Director of ATB financial, Aquatera Utilities Inc., Claystone Waste Ltd. and Prairie Sky Gondola Company. He was the founding Board Chair of Edmonton Unlimited, was the Chair of the Edmonton International Airport Board (retired from the board in 2020) and is a past Director of Cougar Drilling Solutions.

A committed supporter of not-for-profit organizations, Naseem has served on the Stollery Children's Hospital Board of Trustees, where, during his last year, he served as Vice-Chair of the Board. He is also a past director of the Edmonton Oilers Community Foundation. Naseem was the 34th Allard Chair in Business for MacEwan University (2020), received the Queen Elizabeth II, Diamond Jubilee Medal in 2012 and was recognized as one of NAIT's Top 50 Alumni in 50 years. He was bestowed with an honorary Bachelor of Technology Degree (BTech) in 2015 from the Northern Alberta Institute of Technology and has a degree in Electrical Engineering from the University of Alberta (1992).

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Executive Industry Panelists



James Jackson, VP Air Service & Business Development, Edmonton International Airport

James Jackson joined Edmonton International Airport (YEG) as Vice-President of Air Service and Business Development in February 2024. For the previous seven years, James served as the President & CEO of Tourism Jasper, the official destination marketing organization for Jasper and Jasper National Park, charged with growing Jasper's visitor economy while balancing ecological and economic sustainability, playing a unique stewardship role within the multi-jurisdictional destination. Before moving to Jasper, James held several positions within Edmonton Economic Development, leading major real estate development projects, tourism development, and sport tourism portfolios. James sits on the Destination Canada Leisure Marketing Advisory Committee, the Edmonton International Airport's Business Advisory Committee, and the Canadian Destinations Leadership Council. James has an undergraduate degree in Recreation, Sport and Tourism from the University of Alberta and an Economics, Analytics and Finance certification from Harvard Business School Online.

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Executive Industry Panelists



Jeanne Lehman, CEO, Black Canadian Woman in Action

Jeanne Lehman is a beloved Black Canadian icon and visionary leader who is committed to making a difference in the lives of Black Canadian women, girls and families, she is the founder and CEO of Black Canadian Women in Action (BCWInAction). Founded in 2017, BCW is the first Black led women Western Canadian organisation that supports black women in business by providing them with diverse opportunities to help scale up their businesses and develop personally in order to drive profitable change, foster innovation and black excellence in national and global markets.

At BCW community department, the organisation centers on empowering young Black girls with the tools, skills, and the confidence they need to embrace their uniqueness, own their heritage, achieve their dreams, build their self esteem and create a brighter future. The community programs are tailored to create a supportive and inclusive environment where Black girls can connect, share their stories, meet black mentors and form meaningful friendships that last a lifetime.

Jeanne also founded Francophonie Albertaine Plurielle (FRAP), the main francophone settlement organisation in Prairies and the Northwest Territories; she championed the ‘My Voice Counts’ organisation that encourages black people to exercise their voting rights. She was also part of the committee that formed the Women's Advocacy Voice of Edmonton (WAVE), submitting regulation affairs to the Municipality Council.

Drawing from her background in General Law, a Master Degree of Business Law from Paris X Nanterre and a Master Degree in Africa Studies from the University Paris I Sorbonne, as well as a Postgraduate Diploma in Management from HEC Business School, Montreal and other notable achievements, Jeanne brings a unique blend of experience and expertise to address issues affecting the Black Canadian community. She is a recent recipient of the Order of Canada. Some of her noteworthy accolades also include Le Franco Woman of the Year 2014, Suzanne-Lamy Thibaudeau Recognition Award 2016 awarded by Women Coalition of Alberta, Community Leader of the Year 2020 awarded by the African Community Award in Alberta, Woman of the Year 2021 awarded by Pont Cultural Brige organization, and Queen Elizabeth II’s Platinum Jubilee Medal 2022.

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Sessions Group A

Data Analytics for Business Intelligence — Lowe/Fuhr (Floor 2)

Faculty Leader: Parminder Singh Kang

Session Participants
- Finn Buffet – Business Unit Planner, Western Canada (CGI)
- Noveen Haseeb – Business Intelligence Analyst, CGI
- Ryan Sagert – Senior Manager Operations, Canadian Western Bank
- Steven Franceschi – Manager Business Applications, Ledcor

Personal Finance — Wayne Gretzky A

Faculty Leader: Neetu Sharma

Session Participants
- James Mc Tavish – Senior Advisor, Alberta Securities Commission
- Monica Macedo – Bank Manager, RBC Royal Bank

Supply Chain Management Trends & Opportunities — Jari Kurri B

Faculty Leader: Xiaojia (Sunny) Wang

Session Participants
- Shruti Bharti – Director, Supply Chain/Demand Planning, Finning Canada
- Daniel Killin – Operations Manager, Cavalier Industries Ltd.

Personal Branding — Jari Kurri A

Faculty Leader: Makarand Gulawani

Session Participants
- Carmen Rousselle, President, Burke Group of Companies
- Jamie Humble, Vision Creative
- Huy Do, Senior Strategy Manager, Telus

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Sessions Group B

Alumni: Transition from Student to Professional Life

Jari Kurri A

MacEwan Leader: BJ Anderson

Session Participants
- Josh Morris, Workforce Restoration Consultant, Government of Alberta
- Inez Agovic, Lawyer, Thompson Laboucan & Epp LL
- Reagan Lusk, Work Integrated Learning Specialist, MacEwan University
- Ariel Del Rosario, Co-Founder / Founder, Fillistix Restaurants Inc.

Entreprenuership as a Career Option

Wayne Gretzky A

Faculty Leader: Bruce Thomson

Session Participants
- Tristan Ham, Manager, MacEwan Ventures
- Ana-Marie Ortega, Entrepreneur

Data Analystics for Sustainability

Jari Kurri B

Faculty Leader: Arka Mukherjee

Session Participants
- Ian Gillis, City of Edmonton
- Dr. Afshin Honarvar, Chief Economist, Alberta Energy Regulator
- Steve Kwan, Manager, Advisory, KPMG LLP

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Exhibitors

External Strategic Partners

- Building Owners & Management Association (BOMA)
- The Chartered Financial Analysts (CFA)
- The Chartered Professional Accountant's Alberta (CPA)
- The Insurance Institute of Northern Alberta
- Supply Chain Canada West (SCC)

Business Student Clubs

- Accounting Club
- Commerce Club
- Data Analytics Club
- Finance Club
- Human Resource Club
- Real Estate Club
- Towers Collective

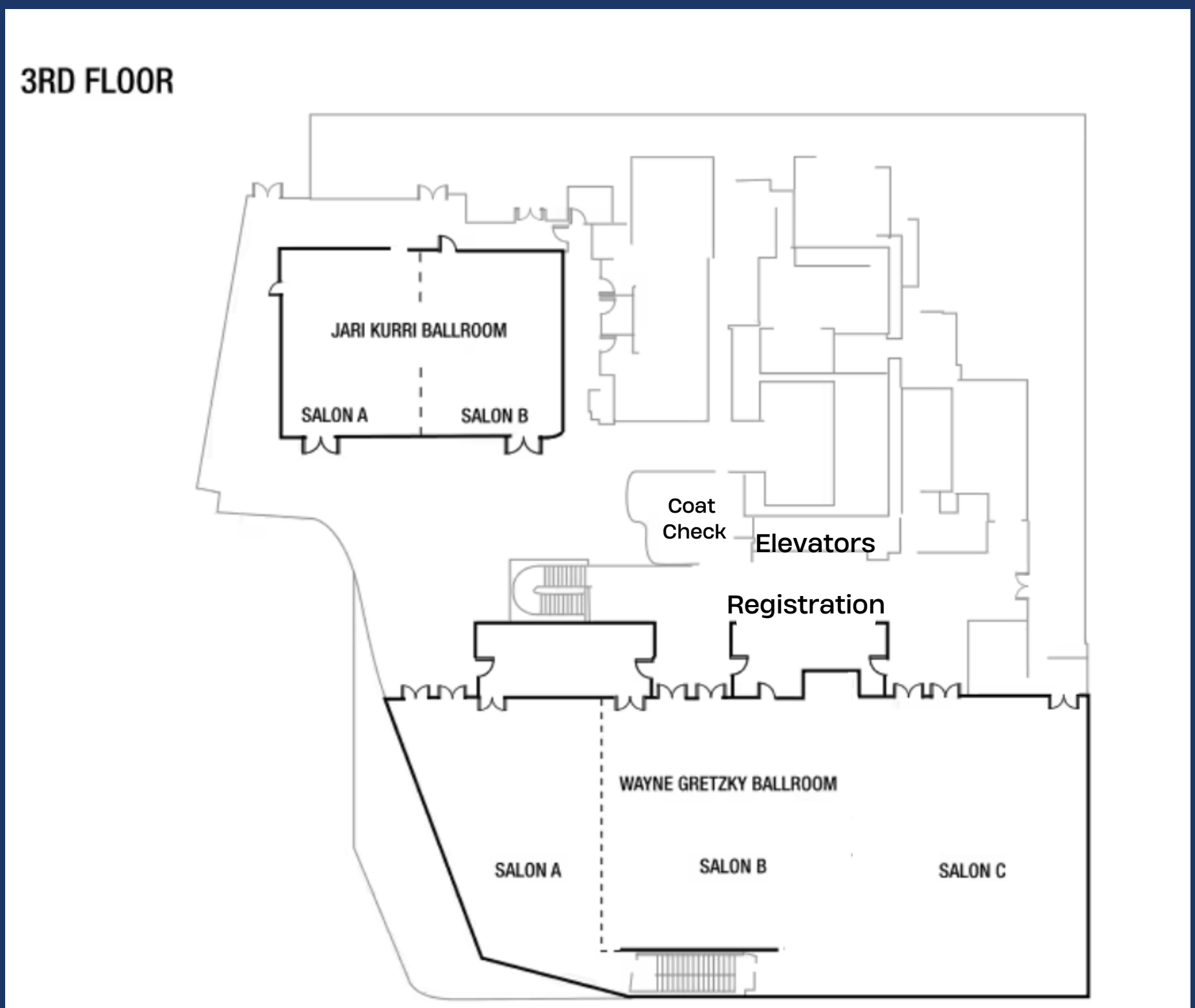
MacEwan Services

- Co-Op
- MacEwan Ventures

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Venue Map

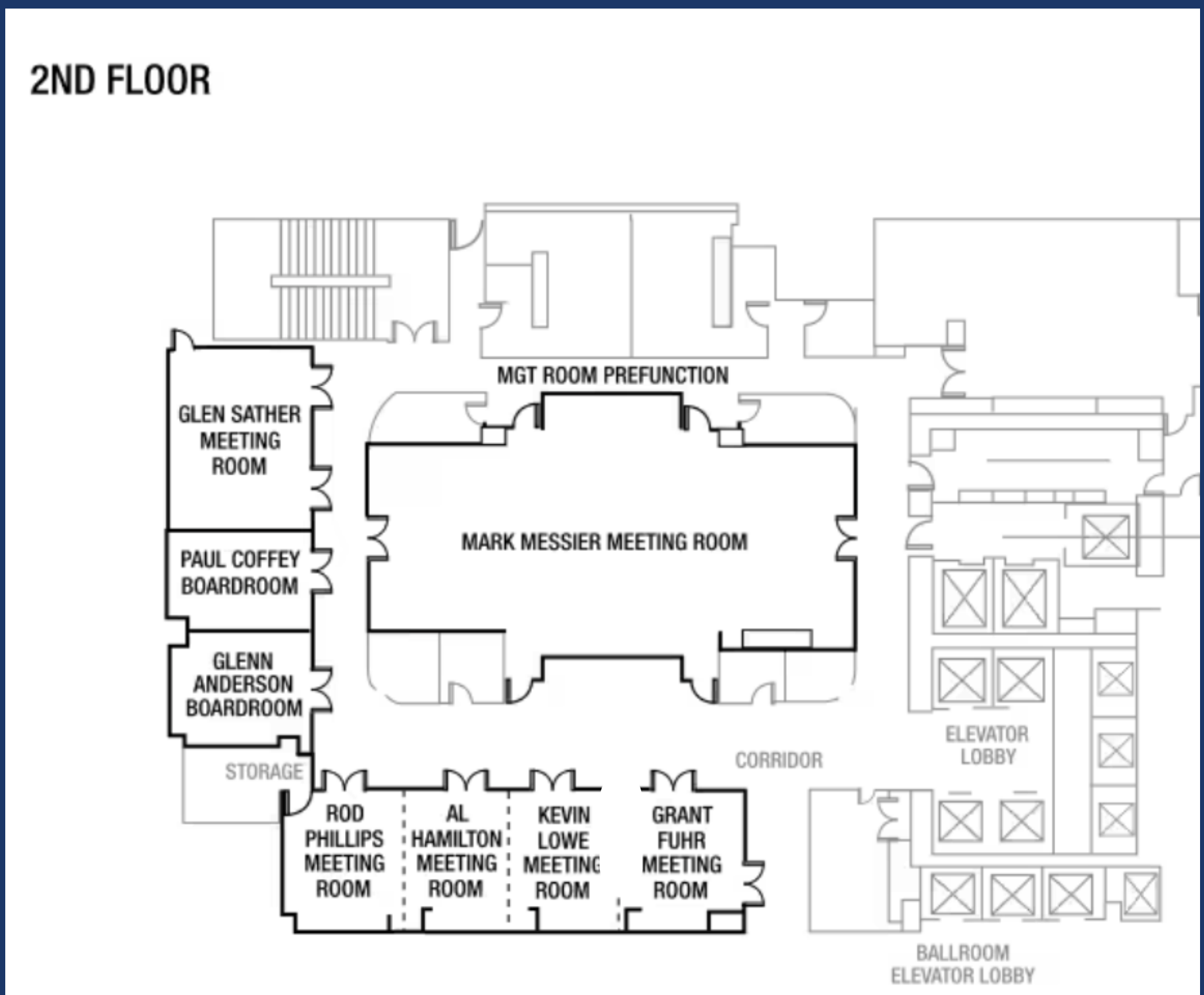


Third Floor, JW Marriott ICE District
10344 102 St NW, Edmonton, AB T5J 0K9

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Venue Map



Second Floor, JW Marriott ICE District
10344 102 St NW, Edmonton, AB T5J 0K9

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Photo Wall

Stop by the Photo Wall to get some pictures snapped by our incredible student volunteer Abel!

You'll want to capture some memories and professional business photos for the future!

Contest

Post a photo on LinkedIn or Instagram & tag @macewanbusiness to be entered to win one of four prizes donated by our keynote, Martin Latulippe!

Don't forget to add the hashtags #macewanu #BSC25 for a chance to win!



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Student Prizes

Door Prize

Those who did early registration were entered in to win one of four door prizes donated by our Keynote Speaker, Martin Latulippe.

Make sure you are at the closing remarks as the draw of those names will happen at the end of the event

Photo Wall Contest

Four prizes will be up for grabs. Two book prizes will go to the post that has the most engagement. While the other two book prizes will go to the student with the best content!

The winners will be contacted sometime after the conference.

Survey Prize Draw

Two prizes will be raffled to the names of those participants who complete the post event survey.

You will have one week to complete the survey before names will be drawn randomly and those winners contacted by email.

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Stay Connected

WI-FI Network:

MARRIOTTBONVOY_CONFERENCE

Password:

JWICE

Parking

Parking will be available From– 7 a.m. – 5 p.m.

Invited Guests: Please register your vehicle at check-in.

Students: If needed, parking is available for a reduced fee, here.

Access to parking will be on 103 Ave NW. Closest landmark is Loblaws City Market, and can be entered going either west or east.

Feel free to park in any stall that does not say 24/7 Reserved.

Take the elevator to JW Marriott third floor conference space for check-in/registration.





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