

Dare to  
Lead

Winnipeg  
SEPT 23-25



# KEYNOTE SPEAKERS

**Dr. Niigaan Sinclair** (He/him/his)

**Keynote #1**

***Welcome to the Centre: Communicating Across Cultural and Political Lines, or: Living Treaty***

Niigaan Sinclair is Anishinaabe (St. Peter's/Little Peguis) and a professor at the University of Manitoba, where he holds the Faculty of Arts Professorship in Indigenous Knowledge and Aesthetics, and is currently Head of the Department of Indigenous Studies.

Niigaan is also an award-winning writer, editor and activist who was recently named to the "Power List" by Maclean's magazine as one of the most influential individuals in Canada. In 2018, he won Canadian columnist of the year at the National Newspaper Awards for his bi-weekly columns in *The Winnipeg Free Press* and is a featured member of the Friday "Power Panel" on CBC's *Power & Politics*.

A former secondary school teacher, he won the 2019 Peace Educator of the Year from the Peace and Justice Studies Association based at Georgetown University in Washington, D.C.



## Rob Wozny (He/him/his)



### Keynote #2

#### ***Their Success is our Success: How Everyone Benefits when Leaders Share their Stories***

As an award-winning storyteller and recently published author, Rob Wozny, SCMP®, has served in some of the most senior communications, content, and editorial roles, ranging from vice president and lead spokesperson for a major league sports and entertainment company to senior lead news anchor and supervising producer in leading Canadian newsrooms.

Currently, Rob is also a co-owner of a boutique communications and content firm, Sound Strategy Communications, which has served a diverse range of international, national, and regional clients since 2006. Well-positioned to deliver insightful and credible business storytelling training and communications services, Rob has earned the trust of prominent leaders and business owners who regularly seek his counsel and strategic vision. Much like the event you're at today, Rob is a sought-after speaker at conferences and workshops across the country. Learn more about Rob at [www.robwozny.com](http://www.robwozny.com).

## Keith Macpherson (He/him/his)



### Keynote #3

#### ***Making Sense of Mindfulness***

As an author, speaker, and certified professional co-active coach through CTI (The Co-Active Training Institute), a certified Leadership Circle facilitator and a Bachelor of Education degree, Keith Macpherson is a global leader in improving overall mental health and wellness.

In his book, *Making Sense of Mindfulness*, Keith introduces his five step framework to assist the masses in comprehending the buzz word “mindfulness” and how to practically integrate this powerful practice into day to day life. Aside from his work in mental health, Keith is also known for his work as a professional musician, most notably being a top finalist on the hit television series, Canadian Idol.

As a professional speaker, Keith has spent over 20 years touring globally in countries including Canada, The United States, Mexico, Africa, Dubai, and The United Kingdom. He has worked with companies including The Good Life Fitness Corporation, Great West Life, Wawanesa, International First Aid, Canadian Canola Growers Association, and Sephora. Most recently his new book, *Making Sense of Mindfulness* was named a top pick by Elevated Existence Magazine (New York).

He is currently a regular columnist in The Balance Magazine and inspires thousands of people around the world with his daily intentions on social media.

For more information on Keith, visit [www.keithmacpherson.ca](http://www.keithmacpherson.ca)



# CONCURRENT SESSION PRESENTERS

Saturday, Sept 24

**Roland Pajares** (He/him/his)

**Concurrent Session 1**

***Using Data to Design Member Programs and Services***

Roland is the Leadership Development Director for Canada West Region and Research Manager with Ipsos. He is a skilled social scientist and communicator with over 10 years of experience conducting market and public opinion research. Versed in both quantitative and qualitative research methods, he has worked with and advised a range of public and private sector clients around the world. This work has involved a variety of research projects including membership and customer satisfaction, brand and corporate reputation measurement, usage and attitude studies, product development and testing, and public opinion polling.

Roland holds a Master of Arts degree in History from the University of Manitoba and Diplomas in Marketing and Public Relations from the University of Winnipeg. He is a designated Communication Management Professional (CMP) through the Global Communications Certification Council (GCCC).



**Dawn Bourbonnais** (She/her/hers)

**Concurrent Session 2**

***Volunteer Recruitment is all in the Pitch!***

Dawn is Volunteer Manitoba's Manager of Communications and Outreach and is responsible for increasing awareness of Volunteer Manitoba's mission - to encourage and promote volunteerism across the province. She oversees VM's internal and external communications strategies, manages the website and social media platforms, delivers presentations and organizes community outreach. She works closely with volunteer managers across Manitoba and provides advice and support on issues relating to volunteer management.

Prior to working for Volunteer Manitoba, Dawn spent over 15 years working in the not-for-profit and arts sectors. She is a member of Volunteer Canada's National Council of Volunteer Centres and currently sits on the board of VMPC (Volunteer Management Professionals of Canada). Dawn has also managed volunteers for a many festival and community events held throughout Winnipeg, and is especially fond of the volunteers at the Jazz Winnipeg Festival (who she worked with for over 13 years).



**Elizabeth Bunney (She/her/hers)**

**Concurrent Session 3**

***Diversity, Equity and Inclusion in Your Chapters***

Elizabeth Bunney, President, IABC Edmonton, is a 2Spirited third generation Métis Citizen from the Métis Nation of Alberta residing on Treaty 6 territory. A Communications Manager for an Indigenous led and majority staffed PR agency, pipikwan pêhtâkwan (pee-pee-gwan pee-tah-gwan), she uses her gift for connecting and storytelling along with her passion for inclusive communications working with Indigenous clients and non-Indigenous organizations looking to improve their relationships with Indigenous audiences. Her previous roles specialized in internal communications, marketing and communications, as well as social media management and event production.



Elizabeth is passionate and powerful, sharing the positive personal experience she has with IABC with everyone she meets, encouraging others to connect with this incredible organization of communicators. She is an exemplary strategic planner, event planner, crisis and issues manager, relationship builder, and key-message developer. When not involved with IABC, you can find her cheering on her two adult sons in their latest achievements while experiencing all that Turtle Island has to offer.

**Michael Blackburn (He/him/his)**

**Concurrent Session 3**

***Diversity, Equity and Inclusion in Your Chapters***

Michael is a dynamic, innovative and Gold Quill award-winning communication professional and 2SLGBTQ+ advocate who is passionate about inclusivity, diversity, equity and accessibility. He is the proud recipient of IABC International's 2021 Rising Leader of the Year Award for his outstanding contributions to the industry and delivering the Global Standard of the Communications Profession.



From 9 to 5, Michael works as the Manager of Election Communications & Community Engagement for Elections Markham. He has more than 11 years of experience in special events and public service, leading large-scale, innovative and high-impact initiatives that connect communities and have a real impact on people's lives.

As an avid volunteer and community builder, every summer Michael cycles in the Friends for Life Bike Rally – a six-day charity bike ride from Toronto to Montreal to raise funds for the Toronto People with AIDS Foundation and its lifesaving services. He is also the Past President for Pflag York Region, a 2SLGBTQ+ support, resource and education network.

He has proudly served as IABC/Toronto's Executive Vice President (2021–2022), Vice President of OVATION Awards (2020–2021) and as a member of the 2022 IABC World Conference Program Advisory Committee.

