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CANADIAN WOMEN IN COMMUNICATIONS
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Relationship Networking at its Best



Company of Women

9th

June 4, 5 & 6, 2013, Toronto

Women & Leadership

Improve your leadership style and build on your strengths to achieve maximum success



Participating organizations

Ainsworth Inc.
Canadian Blood Services
Candu Energy Inc., a subsidiary of SNC-Lavalin
CBC/Radio-Canada
DHR International
Edelman Canada
Future Electronics Inc.
Home Depot of Canada Inc.
Intact Financial Corporation
Loblaw Companies Ltd.
Metrolinx GO Transit
my HR coach
National Defence and the Canadian Forces
NHL Pension Society

RBC Investor Services
Revera Inc.
Sears Canada
Shared Services West
Sobeys Inc.
SoJo
Sony Music Entertainment Canada Inc.
TD Canada Trust
TELUS
The National Ballet of Canada
TalentEgg
Workplace Communication & Diversity Inc.
Xerox Canada Inc.
Xstrata Nickel

Conference highlights

- Hear 17 inspirational presentations by top-ranking women executives, as they share their career and leadership tips
- Attend practical workshops including three dynamic coaching clinics and an interaction session on becoming an exceptional leader.
- Network with successful women leaders



RBC Investor Services



METROLINX
An agency of the Government of Ontario

The Federated Press Woman Leader of the Year Award

This Award, created to recognize exemplary leadership shown by Canadian women, salutes the best in women, whether they are leaders in private, public or non-profit sectors. This year's winner, selected by Federated Press' Award Committee, will be honoured during a special luncheon at the Summit

Optional workshops

Coaching Clinic: Three Interactive Sessions to Enhance Your Leadership Style

Becoming an Exceptional Leader by Leveraging Your Natural Talents & Strengths



Who should attend

Senior Executives, Vice-Presidents, Directors, Senior Managers and other professionals interested in improving their skills in leadership, conflict resolution, work-life balance, negotiations, business communications, networking and the development and mentoring of others.

Dear Colleague:

Women today have more opportunities than ever to be successful leaders in their chosen fields, but as every successful woman leader knows, achieving a leadership role still presents unique challenges for women.

The key to surmounting these challenges lies in developing and honing proven, effective leadership skills.

Join top-ranking women executives who have mastered these skills and have, in the process, successfully advanced their way to the top of their organizations.

Whether it is communicating, negotiating, networking, managing career paths or achieving work-life balance, hear their unique perspectives on how to achieve success in both career and life.

Attend this Summit and hear outstanding women leaders, some of whom selected as Canada's Top 100 Most Powerful Women by the Women's Executive Network, share their career and leadership tips, as they discuss:

- Best practices for developing key leadership skills: negotiation techniques, communication tools, networking skills
- Effective career management strategies and preparing for a position of power
- Establishing inclusive workplace models
- The differences in leadership style between men and women and how it affects career paths
- Strategies for achieving a better work-life balance
- Fundamental disciplines of success that women leaders should apply to maximize their personal effectiveness
- How to build resilience for the purpose of career advancement and leadership development

Participating organizations include: Ainsworth Inc., Canadian Blood Services, Candu Energy Inc., CBC/Radio-Canada, DHR International, Edelman Canada, Future Electronics Inc., Home Depot of Canada Inc., Intact Financial Corporation, Loblaw Companies Ltd., Metrolinx GO Transit, my HR coach, National Defence and the Canadian Forces, NHL Pension Society, RBC Investor Services, Revera Inc., Sears Canada, Shared Services West, Sobeys Inc., SoJo, Sony Music Entertainment Canada Inc., TD Canada Trust, TELUS, The National Ballet of Canada, TalentEgg, Workplace Communication & Diversity Inc., Xerox Canada Inc. and Xstrata Nickel.

We at Federated Press are particularly proud of both the faculty and the topics to be discussed at this event as we look forward to three days of sharing, learning and network building.

P.S. Don't miss our practical workshops complete with three dynamic coaching clinics as well as an interactive session on becoming an exceptional leader by leveraging your natural talents & strengths!

"Great content."

"I'm taking away a few 'nuggets' I wished I had learned 15 years ago."

"Amazing to see we have a lot of powerful women among us."

"I will take away key tools to help me be a better leader and develop other women in my firm."

"It was a great opportunity to hear a number of successful women share their personal experiences, which provided great lessons."

"Excellent material for personal awareness and personal growth and some very tactical pieces that will help me change the way I interact for the better."

"Excellent speakers with outstanding educational qualifications and work experience."

"It gives me the push to continue to expand my boundaries...the conference has enriched me as a person and a woman."

Leadership Development and Excellence

Esther Zdolec, Senior Vice-President, Human Resources, Candu Energy Inc. subsidiary of SNC-Lavalin

SESSION 1

Tuesday, June 4th

9:00-9:45

PANEL: THE POWER OF MENTORING RELATIONSHIPS

Dominique Dionne, Vice-President, Corporate Affairs, Xstrata Nickel
May Chang, Chief Executive Officer, Shared Services West

This interactive panel is designed to help you to tap into the power of mentoring for women leadership development. Learn about what is needed and what you can do to optimize the success of mentoring relations to contribute to career and professional development as well as improving performance and achieving strategic business goals.

- Critical components of a successful mentoring relationship
- Assessing developmental needs and objectives
- Clarifying what is wanted and needed in the mentoring relationship
- Selecting and matching a mentor: key considerations
- Making the most of mentor interactions
- Value-added of a mentor in performance management and improvement
- Avoiding stumbling blocks: why some mentoring programs have faltered

9:45-10:30

QUALITIES NEEDED TO LEAD AND QUALITIES THAT HINDER SUCCESS

Sussannah Kelly, Executive Vice President, DHR International

While it is impossible to establish a set of qualities that can be attributed to all women, traditionally, they have been seen to possess innate team-building skills and other natural leadership qualities that are critical to the long-range success of organizations. This session will focus on the leadership qualities to be nurtured and developed for high potential women candidates, while addressing some qualities that can hinder success.

- Uncovering the qualities needed to become tomorrow's leaders
- Developing emotional intelligence and interpersonal skills
- Developing your natural skills and working at using them as effectively as possible
- Fostering the leadership qualities that women possess
- Qualities perceived to be career-limiting: the need for diagnosis and remedy

10:30-11:00 NETWORKING BREAK

11:00-11:30

WOMEN & GOVERNANCE: PRACTICAL ADVICE TO WOMEN ASPIRING TO BOARD DIRECTORSHIPS

Deborah Rosati, Corporate Director & Advisor, Sears Canada

The progress of Canadian women holding corporate board positions has been slow and incremental at best. Yet increasing gender diversity on boards should be a priority for companies aiming to remain competi-

tive in the global marketplace. This presentation will examine practical strategies on how women in executive positions should prepare themselves to be eligible for positions on public company boards.

- Recruiting corporate directors from among women in executive positions
- Director recruitment process: nominations committees, recruitment firms versus an informal referral system among directors
- Women's value-add to corporate boards
- Facilitating the readiness of women for board positions
- Encouraging boards to recruit qualified women for board seats

11:30-12:00

DISCIPLINES FOR SUCCESS: PRINCIPLES AND CHARACTERISTICS OF INFLUENTIAL LEADERSHIP

Cathie M. Brow, Senior Vice President Human Resources, Revera Inc.

The concept of leadership is evolving, with a style that depends on influencing, rather than commanding, others is emerging. An influential leadership style is suited to the dispersed, networked nature of many businesses today, where informal leadership through influence develops relationships that shape thinking and gather support. This session will focus on the principles and characteristics of effective influential leadership.

- Developing your abilities to influence
- Influential leadership practices for best results
- Gaining commitment and building partnerships
- Influencing strategies
- Establishing and leading successful teams and building strategic working relationships

12:00-12:30

WHAT WE OWE TO THE WOMEN COMING BEHIND US

Lisa Kimmel, General Manager, Edelman Canada

Edelman, the biggest PR firm in the world, works in an industry disproportionately populated by women. Yet Edelman's global senior leadership was dominated by men, and women were not making it to top roles in satisfactory numbers. Lisa will talk about her responsibility for creating the conditions for the next generation of women to succeed at her firm, both in structural and cultural ways, and what other women can do to ensure women want to follow in their footsteps.

- Supporting mothers so they don't opt for an "easier" job
- Providing flexibility in work day
- Mentorship
- Career planning/pathing

12:30-1:30 LUNCH

Women at their Best

SESSION 2

Esther Zdolec, Senior Vice-President, Human Resources, Candu Energy Inc., a subsidiary of SNC-Lavalin

Tuesday, June 4th

1:30-2:15

PANEL: COMMUNITY LEADERSHIP

Dorothy A. Quann, Vice-President; General Counsel; Corporate Secretary, Xerox Canada Inc.

Leslie Woo, VP, Policy & Planning, Metrolinx GO Transit

Sarah Qadeer, Senior Corporate Counsel, Home Depot of Canada Inc.

Critical skills needed for career advancement and success in the business community can be developed and honed through volunteerism. As well, volunteerism is consistent with the goals of corporate social responsibility. This session examines the benefits of volunteerism for women and how it can contribute to overall personal development and growth.

- Benefits of volunteerism for women
- Personal development, growth and contribution as one aspect of a balanced career
- Role volunteerism can play in your organization's CSR efforts
- Volunteerism as a cost-effective tool for career development and training
- Power skills gained from volunteer activities

2:15-3:00

NEGOTIATING... OUR LEAST FAVOURITE AND MOST CRITICAL SKILL

Esther Zdolec, Senior Vice-President, Human Resources, Candu Energy Inc., a subsidiary of SNC-Lavalin

This session will explore approaches and perspectives on negotiating, with a focus on de-mystifying and de-stressing this much maligned capability. The extent to which we are able to achieve success – at work, at home, or anywhere else – while nurturing positive and productive relationships rests on our skills and confidence in negotiating. This session explores:

- What negotiating is – and isn't
- Why most of us hate negotiating
- Why we need to be good negotiators
- How to become an effective negotiator
- Having fun negotiating

3:00-3:30 NETWORKING BREAK

1:30-2:15

LEADING AS A WOMAN IN THE CANADIAN FORCES

Christine Whitecross, Chief Military Engineer, National Defence and the Canadian Forces

Leading change and being a trailblazer within a male-oriented industry or organization comes with a set of unique challenges but also opportunities. The roles and career options for women in the Canadian Forces have evolved dramatically in recent years and women are rising through the ranks to serve around the world on operations and in key leadership positions across the organization. This session will explore the issues involved in leading as a woman in the Canadian forces.

- Creating opportunities and opening doors for the next generation
- Identifying and addressing challenges and barriers
- Influencing change within male-oriented organizations or industries
- Facilitating attraction and enhancing retention of women in these professions
- Measuring success

4:00-4:30

LEADING AND LIVING THE BRAND

Kevin Garland, Executive Director & Co-CEO, The National Ballet of Canada

As women leaders, we are each charged with leading our corporate brand, winning and retaining customers and delivering on the brand's promise. This discussion will explore effective strategies that you can adopt for leading and living your brand.

- Strategies for successful brand leadership
- Communicating and reinforcing the brand vision
- Fostering brand sensitivity to customer needs and expectations
- Leading by example: inspiring employees as brand advocates

4:30-5:00

YOUNG ENTREPRENEUR'S PERSPECTIVE: BEING EXCEPTIONAL

Lauren Friese, Founder, TalentEgg

Behind every single success story is a series of challenges that someone has worked hard to overcome through creativity, leveraging resources, and - plain and simply - a lot of hard work. Young entrepreneur Lauren Friese will share how approaching your career and your life with a dedication to being exceptional builds a unique "umbrella" that will protect you from any storm.

- Real-life "being exceptional" stories and case studies
- Recognizing opportunities for self-reflection, innovation and creative problem solving
- Planning for success

Strategies and Skills for Successful Leaders

Stacey Karpman, Corporate Vice President, Worldwide Strategic Planning and Human Resources, Future Electronics Inc.

Wednesday, June 5th

9:00-9:45

PANEL: LEADING IN A TRADITIONALLY MALE-ORIENTED INDUSTRY: SURMOUNTING THE GLASS-CEILING

Sylvie Lachance, Executive Vice President, Sobeys Inc.

Alysia Carter, CFO, VP Finance, Ainsworth Inc.

Deborah Morshead, Senior Vice-President, Legal Counsel, Loblaw Companies Ltd.

While women continue to make inroads as leaders in traditionally male-dominated industries and many of these corporations are seeking to increase diversity in their workforce, particularly among their management ranks, the reality is still less than perfect. This panel discussion takes an in-depth look at what it takes for women in leadership to succeed in former male bastions.

- Is it necessary to adopt male behaviour patterns and thought processes to succeed?
- Merit-based objectivity: emerging reality or elusive ideal?
- How to encourage better gender balance in your organization
- Tales from the front: women in leadership put to the test
- Overcoming talent management systems that are frequently vulnerable to pro-male biases

9:45-10:30

LEADERSHIP STYLE: HOW DO WOMEN LEAD DIFFERENTLY THAN MEN?

Renee Couture, Vice President, NHL Pension Society

Do women use a different leadership style than men? Many gender-based researchers suggest that women bring a different style of leadership that stems from differences in how they work with subordinates, their networking style, how they share information, and how they communicate. This session will examine whether women have a different leadership style than men and how it affects their career path.

- Should women approach their career path differently?
- How can women use their different leadership style to add value?
- How do organizations recognize and benefit from different styles of leadership?
- What style of leadership works best?
- How do men respond to a female leadership style?

10:30-11:00 NETWORKING BREAK

11:00-11:45

ACHIEVING EFFECTIVE WORK-LIFE BALANCE

Françoise Guénette, Senior Vice-President, Corporate & Legal Services and Governance, Intact Financial Corporation

Personal time management skills are critical in reaching your full potential both at work and at home, as women in leadership often have work-life choices to make. Personal time management skills are key. This presentation will explore strategies for achieving a better work-life balance.

- Unique challenges women face reconciling their work and personal lives
- Creating a work-life strategy and action plan
- Adjusting mindset: deciding what is important and effectively delegating the not-so-important
- Clarifying priorities: individual challenges and degree of importance
- Practical tips and advice for achieving better work-life balance, health and well-being
- Latest trends in work-life initiatives geared for women in the workplace

11:45-12:30

ENHANCING YOUR LEADERSHIP THROUGH EFFECTIVE COMMUNICATION

Micheline Bouchard, Corporate Director, TELUS

One of the most effective ways for women to project confident leadership is through clear and persuasive communications. This engaging presentation will share tried-and-true principles for overcoming communication obstacles and ensuring that your communication skills are just as powerful and positive as your talents and abilities.

- Reassessing your assumptions about how you communicate
- Tips for projecting clarity and inspiring confidence
- Delivering your message with empathy and your personal touch
- Ensuring continuity between your visual and verbal messages

12:30-1:30 LUNCH

Overcoming Hurdles

Stacey Karpman, Corporate Vice President, Worldwide Strategic Planning and Human Resources, Future Electronics Inc.

SESSION 4

Wednesday, June 5th

1:30-2:15

RELATIONSHIP BUILDING FOR SUCCESS: STRATEGIES TO ENHANCE YOUR EMOTIONAL INTELLIGENCE

Marni Johnson, President, Workplace Communication & Diversity Inc.

The most effective leaders are those who are aware of their own emotions and who have the ability to understand the emotions of others. In this presentation Marni will share insights from the field of neuroscience about a brain-based model for collaborating with and influencing others. Through recognition of our emotional triggers, we are better able to lead others.

- Understanding how the way you manage your emotions affects your job performance and career success
- Managing your own emotions and remaining in control even in the most challenging workplace situations
- Identifying your emotional triggers and changing how you react to high-stress situations

2:15-3:00

LEADING IN A MAN'S WORLD

Stacey Karpman, Corporate Vice President, Worldwide Strategic Planning and Human Resources, Future Electronics Inc.

Though merit-based objectivity should be the determining factor for climbing the corporate ladder, women still face unique challenges that can impede their rise through corporate ranks. In this case study session, Stacey Karpman, Vice President, Worldwide Strategic Planning and Human Resources at Future Electronics Inc. will draw on her experience to provide insight into how to not only survive, but flourish as a woman in today's business world.

- Essential qualities for women in leadership
- Obstacles encountered on road to success
- Keys to achieving your professional and personal goals
- Are opportunities increasing for women executives in today's business world?

3:00-3:30 NETWORKING BREAK

3:30-4:00

NAVIGATING THROUGH CAREER CHANGES

Judy G. Naiberg, VP, Legal & Business Affairs, Sony Music Entertainment Canada Inc.

As women leaders, we recognize the need to be adaptable in the face of change, finding a way or blazing a new path to make the most of opportunities. Career progression is a voyage of discovery, and this presentation will share experiences and insights into navigating the twists and turns of a career of change.

- Capitalizing on opportunities to broaden experience
- How do you transfer experience and skills to different sectors?
- Continuous development: demonstrating acumen and competence in a new realm
- Deepening your networks and support systems
- Lessons learned to enhance leadership and mentor effectiveness

4:00-4:30

NEGOTIATING TO ACHIEVE SUCCESS

Annie Blouin, Head, Relationship & Client Management Practice, RBC Investor Services

Negotiating is a skill that women will need to use throughout their careers, whether in the form of a formal negotiation or an impromptu conversation. This session will discuss best practices for negotiating to achieve success.

- Importance of preparing for negotiating
- Assessing the strength of your position at the bargaining table
- Understanding the rules of engagement
- Personal style in negotiations
- Building long-term relationships to facilitate negotiations
- Why you might naturally be a superior negotiator

4:30-5:00

YOUNG ENTREPRENEUR'S PERSPECTIVE: HAVE YOU FOUND YOUR PASSION?

Kanika Gupta, Director, SoJo

In order to achieve professional, personal and corporate success, you need to do what you love and love what you are doing. The more engaged you are with your passion, the more engaged, innovative and successful you will be with your job and within your company. To rise to a position of leadership in today's competitive environment, an unrelenting focus and passion for your work is paramount. This presentation will explore the keys to building a fulfilling career.

- Finding your passion is a journey for discovery
- Honing your personal strengths and abilities
- Identifying your passion and riding it to success
- Having the courage to act on your passion
- Tips for overcoming obstacles in your career journey
- Finding balance and fulfillment in life and career

OPTIONAL WORKSHOP A

Thursday, June 6th - 9:00-noon

COACHING CLINIC: THREE INTERACTIVE SESSIONS TO ENHANCE YOUR LEADERSHIP STYLE

Pauline V. Port, Vice-President, Corporate Services and Chief Financial Officer, Canadian Blood Services
Leslie Behnke, Vice President Process Improvement and Service Quality, TD Canada Trust
Kirstine Stewart, Executive Vice-President, English Services, CBC/Radio-Canada

I. HOW WOMEN DEAL WITH WORKPLACE CONFLICT
9:00am-10:00 am

Pauline V. Port, Vice-President, Corporate Services and Chief Financial Officer, Canadian Blood Services

As the number of women in the leadership ranks has grown, there has been a noticeable shift in how workplace conflicts are being handled. This session will discuss how women leaders can deal constructively with workplace conflict.

II. BUILDING RESILIENCE

10:00am-11:00am

Leslie Behnke, Vice President Process Improvement and Service Quality, TD Canada Trust

Who among us has not suffered setbacks in our work? The fact is that resilience, how we respond to setbacks and overcome challenges, becomes increasingly important at senior levels, perhaps more so for women in leadership. This session will discuss how we can build resilience in leadership development.

III. NAVIGATING A CAREER OF CHANGE: EFFECTIVE LEADERSHIP IN TROUBLED TIMES

11:00am-12:00pm

Kirstine Stewart, Executive Vice-President, English Services, CBC/Radio-Canada

Leadership skills are truly tested in the context of an economic downturn. Gone are the days when we can expect to follow a career of steady, predictable progression along a straight path. Working your way up the corporate ladder requires not only ambition and perseverance, but also a well thought-out plan. As such, it is critical to maximize opportunities in your career to broaden experience, deepen networks, demonstrate your competence and establish yourself as a leader. This discussion will identify criteria for career satisfaction in troubled times.

OPTIONAL WORKSHOP B

Thursday, June 6th - 1:30-4:30

WORKSHOP: BECOMING AN EXCEPTIONAL LEADER BY LEVERAGING YOUR NATURAL TALENTS & STRENGTHS

Francis Hartman, Chief Consultant, my HR coach

The world in which we live in today is ambiguous, complex and fast-moving. Leading in this environment requires a different set of skills than those required in previous decades. Gone are the days of the heroic, all-powerful leader. Today's leaders require the ability to deal with complexity and a multitude of tasks, and to work cooperatively and innovatively. However, all too often such strengths are not legitimized through leadership development programs. Leaders often do not truly develop their strengths and instead strive to be that superhuman ideal. By helping to recognize and leverage strengths, women can realize previously untapped leadership capacity. This dynamic and interactive workshop will help participants explore this notion in more depth. In particular, this workshop will help participants:

- Understand the difference between traditional and current models of leadership and the implications for development
- Recognize how to develop and leverage talent through innovative leadership development initiatives
- Examine the link between leadership development and organizational transformation
- Explore how organizational culture can impede or enhance the development of effective leaders

Francis Hartman is a seasoned Human Resources Executive and Chief Consultant at my HR coach. In her former role as Vice President of Human Resources at Caesars Windsor she was responsible for strategic business planning and management of the Human Resources function. She has been a Vice President Human Resources for Sleeman Breweries Limited (Guelph, Ontario) and Home Trust Company (Toronto, Ontario). Ms. Hartman has served as an instructor with Wilfrid Laurier University and Everest College. She now helps organizations develop effective leadership development and change management strategies, as well as helping them to manage the overall HR function.

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