



## **KEYNOTE SPEAKERS**

### **Small Business Forum 2010: Taking Care of Business – May 3 (7:30 a.m. – 11:30 a.m.)**

**Monday, May 3 at 8:30 a.m.**

Rick Spence  
President, Canadian Entrepreneur Communications

Rick Spence is a Toronto-based business writer, speaker, and consultant dedicated to helping businesses grow, especially in tough times. His expertise includes marketing, finance, startups, and best management practices.

Spence is the former editor and publisher of PROFIT, the Magazine for Canadian Entrepreneurs. He currently writes a weekly column on entrepreneurship for the National Post, as well as columns for PROFIT. He wrote the first Canadian book on growth business, *Secrets of Success from Canada's Fastest-Growing Companies*, in 1997 and has taught "New Venture Startup" at Ryerson University. Spence sits on the Board of Directors of a geophysical software company.

Spence's not-for-profit work includes launching a collaborative program to stimulate regional economic development, and developing a national centre of excellence for business-advisory boards.

### **Leadership Summit 2010: DNA of a Winning Culture, Making it Happen – May 3 (8:00 a.m. – 3:00 p.m.)**

**Monday, May 3 at 8:45 a.m.**

Dr. Christopher Mazza  
President and CEO, Ornge  
*Creating Your Corporate Culture: Compassion, Collaboration, and Innovation*

A doctor with a business background and an MBA? Meet Dr. Christopher Mazza, Emergentologist at Sunnybrook Health Sciences Centre and President and CEO of Ornge.

Dr. Mazza, who understands no one really likes change, oversaw the consolidation of five separate medical authorities to form the province-wide Ontario Air Ambulance Base Hospital Program. In July 2005, Dr. Mazza led the integration of all parts of the air ambulance system into the not-for-profit Ornge – today, the largest and most active transport medicine service in North America.

Ornge is an organization of people who help people. Ornge's philosophy of compassion, collaboration, and innovation has been instrumental to its success. "It's not just about compassion to our clients, but to our colleagues at work each day. It's not just about collaboration with each other, but with the some 250 hospitals and or communities we serve. It's about innovation. Every day we ask why, and do what is needed to make our service better."

**Monday, May 3 at 9:30 a.m.**

Anne-Marie Malek  
President and CEO, West Park Healthcare Centre

Patricia Boucher  
Vice President, Client and Consulting Services,  
Health and Safety Association for Government Services (HSAGS)

*Case Study in CREATING A CULTURE OF SAFETY: A Leadership Imperative*

Anne-Marie Malek is President and Chief Executive Officer of West Park Healthcare Centre in Toronto. She joined West Park in 1995 as Vice President, Programs and Chief Nursing Executive. Prior to West Park, Malek held several progressively responsible positions in health care management in acute, long-term, chronic, and rehabilitation settings, and has several years of clinical experience in nursing.

Centre for Health & Safety Innovation

5110 Creekbank Road, Suite 300, Mississauga, Ontario L4W 0A1 Canada

Tel: 905.614.4272 | Toll Free: 1.800.406.4272 | Fax: 905.614.1420 | [www.partnersinpreventionontario.com](http://www.partnersinpreventionontario.com)

A graduate of Dalhousie University's Bachelor of Nursing Program, Malek also holds a Master of Health Services Administration from the University of Alberta. Malek is a certified health executive with the Canadian College of Health Executives.

Patricia Boucher has more than 30 years of nursing experience in the community and health care sector; 20 of which have been in occupational health and safety and disability management. She is the Vice President of Client and Consulting Services for the Health and Safety Association for Government Services (HSAGS). Boucher is also a Program Manager for the Disability Management Certificate Program at Mohawk College and an instructor for the Return to Work Coordinator Certificate on-line program through the National Institute for Disability Management and Research (NIDMAR).

Boucher has extensive working knowledge of the development and implementation of Health and Safety Management Systems in healthcare, employee health services, disability and injury prevention programs, safe handling of clients programs, workplace violence and client aggression prevention, and the integration of stakeholder safety into clinical practice. Patricia developed a Workplace Violence Risk Assessment tool in partnership with St. Michaels Hospital and a Workplace Violence Prevention Clinical Assessment tool for mental health facilities in partnership with Ontario Shores.

**Monday, May 3 at 10:30 a.m.**

Judith MacBride-King  
Principal, MacBride-King and Associates  
*The Future of Work: Are You Ready for 2020?*

Judith MacBride-King has more than two decades of research and facilitation experience in human resources management. Prior to pursuing consulting, speaking/facilitation, and research opportunities, she was the Director of Human Resources Management Research for the Conference Board of Canada.

An accomplished researcher, she is co-author of the landmark study, *Building Tomorrow's Public Service Today: Challenges and Solutions in Recruitment and Retention*, and was the project manager and reviewer for *What to do Before the Well Runs Dry: Managing Scarce Skills*. She has also been acknowledged for her ground-breaking research in *Who's Who in Canada*.

MacBride-King is a frequent keynote speaker and a regular chair of the Conference Board's conferences on human resources, talent management, managing change, and workplace health and well-being. She has provided advice to leaders in the private and public sectors on a broad array of organizational and public policy issues. Through her research and presentations, MacBride-King has been instrumental in raising awareness across Canada of the importance of developing solid talent management practices.

**Monday, May 3 at 11:15 a.m.**

Stephen Shannan  
Executive Coach, Coaching for Action Inc.  
*The Strategy Behind the Message*

Stephen Shannan joined Coaching for Action as a partner in 2007. He has been working in the field of personal and organizational transformation for the last 23 years. Shannan has worked with entrepreneurs, Fortune 100 companies, healthcare systems and government institutions in Europe, Asia, the United States, the Caribbean, and Canada.

One major project included bringing a new consumer product to market in record time, coaching the engineering and marketing teams to reduce a predictable cycle time by two years. Shannan has also supported the successful implementation of cultural transformation initiatives, while working with the executive teams to create outcomes and results that, in most cases, had previously been considered impossible.

Most recently, he worked with one of North America's largest manufacturers, to bring closure to a workplace tragedy. Operating in an environment of extremely low morale, Shannon worked to support the creation of a culture of responsibility and accountability, working with all levels of the organization, from senior management to front line staff.

**Monday, May 3 at 1:00 p.m.**

Dr. Graham Lowe  
President, The Graham Lowe Group Inc.  
*Creating Healthy Organizations: How Vibrant Workplaces Inspire Employees to Achieve Sustainable Success*

Dr. Graham Lowe is a leading expert on work and the President of The Graham Lowe Group Inc., a workplace consulting and research firm. He is also a Professor Emeritus at the University of Alberta, where he had a distinguished academic career. In addition, Dr. Lowe served as a visiting professor, lecturer, and researcher at other universities around the world.

He received the Policy Research Initiative's Knowledge Broker of the Year Award in 2001 and the 2004 Canadian Workplace Wellness Pioneer Award. He has many published works including, *The Quality of Work: A People-Centred Agenda* (Oxford University Press, 2000), and articles in practitioner magazines such as Working Well, Canadian HR Reporter, and Canadian Business. He has spoken at hundreds of conferences, workshops, and seminars, and is a media commentator on workplace and labour market issues. His book, *Creating Healthy Workplaces*, was published in 2009. His work addresses the quality of work, healthy workplaces, human resource development, organizational change and performance, employment trends and the future of work, and employment policy.

### **Partners in Prevention 2010 – May 4-5**

**Tuesday, May 4 at 8:00 a.m.**

Cameron Herold  
Former COO, 1-800-GOT-JUNK?  
*Building a World Class Culture*

Cameron Herold is one of the country's most innovative business leaders and was a leading force behind one of the most successful businesses of the decade, 1-800-GOT-JUNK?

Herold has built strong cultures in numerous companies since 1989. For almost seven years, he was Chief Operating Officer of 1-800-GOT-JUNK? and helped expand the business to 46 states, nine provinces, and four countries. Herold helped this leading-edge company grow from \$2 million to \$105 million in revenue in six years with no debt or outside shareholders. In 2007, it was rated the #2 Company to Work For in all of Canada by Canadian Business Magazine.

During this inspiring presentation, delegates will learn about using 'Painted Pictures' and 'Vision' to create alignment in teams, attracting and retaining awesome people, and creating the best environment for growth and culture.

**Wednesday, May 5 at 8:00 a.m.**

Dr. Christopher Mazza  
President and CEO, Ornge  
*Leading Change*

No borders. No boundaries. That's how Dr. Christopher Mazza is approaching change at Ornge. He is the President and CEO and the driving force behind the creation of Ornge, one of the largest and most intricate transport medicine organizations in North America. A not-for-profit, charitable organization, Ornge is responsible for operations, including the contracting of flight service providers, medical oversight of all transport medicine paramedics, and screening all patient transfers between Ontario hospitals.

Under Dr. Mazza's leadership, Ontario's aero-medical transport program has been transformed from a disparate series of air ambulance programs into an organization with a clear mission, structure, and values. His presentation will lead you through his efforts to continually challenge the status quo and conventional change management strategies, and demonstrate the power of approaching both work and life with compassion, collaboration, and innovation.

**Wednesday, May 5 at 12:30 p.m.**

Bruce Lourie

Co-Author, *Slow Death by Rubber Duck: How the Toxic Chemistry of Everyday Life Affects our Health*

Bruce Lourie is one of Canada's most influential leaders and thinkers in the environment sector. As President of The Ivey Foundation, a private, charitable foundation for environmental policy change, Lourie's 20-year career is built on creating collaborative solutions to challenges facing non-profits, government, and the private sector. He is Director of the Ontario Power Authority and Ontario Trillium Foundation, and Board Chair of Environmental Defence Canada.

Funny and thought-provoking, Bruce Lourie's 2009 bestselling book, *Slow Death by Rubber Duck*, reveals how living daily life creates a chemical soup inside each of us. Pollution is no longer about belching smokestacks and ugly sewer pipes – now, it's personal. Lourie ingested and inhaled a host of things that surround all of us and shares the results of the effects of everyday chemicals on our bodies and lives. He offers a clear picture of our daily lives and things we can do to make life better by changing some of our daily habits.

- 30 -

For further media information, contact:

Holly-Ann Campbell  
Manager, Corporate Communications  
905-614-4272, ext. 2437  
hcampbell@iapa.ca