

DAWN OF A NEW AGE:

WHERE THE SUN RISES FIRST

20th
CPBI ATLANTIC
CONFERENCE

2024 CPBI ATLANTIC CONFERENCE REGISTRATION PACKAGE



Forum A: Thursday Morning

John Weigelt

Chief Technology Officer at Microsoft Canada

Pioneering Prosperity: How Technology and Innovation Forge Canada's Economic Destiny

Canada stands at the precipice of a transformative era driven by technology and innovation. In this keynote, John Weigelt - Microsoft Canada's Chief Technology Officer - will explore the pivotal role that these forces play in sculpting Canada's economic landscape. From AI-driven industries to sustainable innovations, John delves into how Canada can harness these advancements to secure its economic future.

Join us as we envision the roadmap for Canada's journey towards prosperity in the digital age and find out what this means for you as an employer and plan sponsor.

John's Bio:

John Weigelt leads Microsoft Canada's strategic policy and technology efforts. He helps individuals and organizations across Canada innovate with technology while avoiding the unintended consequences that might arise. John has contributed to many technological efforts that established the foundation for the electronic services we take for granted today and he continues to lead efforts to evolve technology standards and policy. His extensive experience in technology, business and policy provides him with a unique perspective of our technology enabled economy.

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Forum B: Thursday Afternoon

Rick Mercer

Canada's Most Beloved Comic

Talking to Canadians: Real Stories from Canada's Most Beloved Comic

Renowned for his razor-sharp wit and unwavering candor, Rick Mercer, a proud Newfoundlander, stands as one of Canada's most cherished political satirists. But beyond the uproarious humor of the Rick Mercer Report lies a captivating journey of inspiration and resilience. Join us for an exclusive glimpse into the life of this iconic figure as he takes the stage to breathe life into his acclaimed memoir, "Talking to Canadians." Embark on a riveting exploration of his path to stardom, where he regales us with unforgettable anecdotes from his formative years, his pursuit of an acting career, and his evolution into a comedic legend revered nationwide. Prepare for an afternoon filled with genuine laughter, heartfelt revelations, and unapologetic honesty—all delivered in the unmistakable Mercer style. Don't miss this opportunity to experience the man behind the laughter as he shares his wisdom on living life to the fullest.



October 2-4, 2024

Delta St John's Conference Centre, St John's, NL

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Forum C: Friday Morning

Althia Raj Award-Winning Journalist

It's Political

From the housing crisis and immigration debates to culture wars and the future of democracy, these days politics is on everyone's minds. Heading into a sure to be dramatic season here and south of the border, what do business leaders need to know? Althia Raj, political journalist, CBC's At Issue panelist and Toronto Star columnist, will provide a thoughtful take on the hot topics: who's up, who's down and what's on the horizon? No topic is off the table. This session is a must see for employers and plan sponsors who are looking to stay current on the issues impacting their businesses, communities, and workplaces. Come with your questions for Althia and be prepared for a lively discussion!

Althia's Bio:

Althia Raj is a multiple-award winning journalist. She is a national columnist with the Toronto Star; the host and producer of the bi-monthly podcast, It's Political; and a regular weekly panellist on CBC's At Issue panel.

Since 2015, Althia has been ranked in The Hill Times list of the top 100 most influential people in Canadian politics. She has won several digital media awards for her multi-media election coverage in both English and French.

In 2022, Althia was awarded the National Newspaper Awards' John Wesley Dafoe Award for Politics for her work covering the Liberals 2021 election campaign and the internal dynamics of the Conservative caucus, which led to Erin O'Toole's removal as leader.

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Forum D: Friday Morning Panel

Stay where you're too til I comes where you're at: Transitioning in a New Era

Panel: Anne Whelan President and CEO of Seafair Capital
Dr. Patrick Parfrey Deputy Minister, Health Transformation
Honorable Roger Grimes Former Premier of NL, Chair of C-NLOPB

Newfoundlanders and Labradorians have been well recognized for their ingenuity and ability to survive and thrive. Their long history of facing these challenging situations head-on, while working diligently to pivot and transition to fully utilize their surrounding resources to thrive in tough economic times has been widely applauded. While these challenges may be unique to this province, there are similar themes for each of the Atlantic provinces.

In this fireside moderated chat our esteemed guests the Honorable Roger Grimes, Dr. Pat Parfrey, Anne Whelan, will each share their candid views on the current issues, including the delivery and access to healthcare; interventions in the social determinants of health; moving to a green economy; political, economic and labour force challenges and demographics and immigration, to name a few. Our panelists will explore what is required to position not only Newfoundland and Labrador, but Atlantic Canada, to meet these new, present, and future challenges. This session is intended to be interactive - audience members will be invited to ask questions to make for an engaging session to end our 2024 Conference.



Hon. Roger Grimes



Anne Whelan



Dr. Patrick Parfrey

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