



## 2009 INSPIRING FROM WITHIN CONFERENCE SPEAKERS

### OPENING KEYNOTE:

#### DR. MARLA SHAPIRO



For years, well-known medical contributor **Dr. Marla Shapiro** has waded through the constant barrage of medical research and has disseminated the most sensible medical information you need to make smart healthcare decisions. She completed medical school at McGill University and trained in Family Medicine and was certified by the Canadian College of Family Medicine. She also trained at the University of Toronto completing her Masters of Health Science in Community Health and Epidemiology. Dr. Shapiro concluded her specialty training in Community Medicine receiving her Fellowship from the Royal College of Physicians and Surgeons of Canada. She is also a NAMS credentialed menopause expert. She is an Associate Professor in the Department of Family and Community Medicine at the University of Toronto and is in private practice.

In 1993 she joined City TV in Toronto, Ontario as the medical expert on the nationally syndicated show *Cityline*. Shortly thereafter she became the medical expert for *City Pulse* and *CP24 News*. In 2000, she left City to become the Health and Medical Contributor for CTV's *Canada AM*. In addition to her weekly appearances on *Canada AM*, she is seen on *Newsnet* and as the medical consultant on CTV's *National News* with Lloyd Robertson.

2003 saw the exciting addition of *Balance: Television for Living Well*, in which Dr. Shapiro appeared as host. This refreshing daily health and lifestyle show was seen across North American households and has sold internationally.

Dr. Shapiro wrote a health column for the *Globe and Mail* and has a regular column in *Canadian Health and Lifestyle* magazine. She is the Editor of *Health Essentials* as well as the Editor of *ParentsCanada*. She writes weekly in her medical blog which can be found on the CTV website.

Dr. Shapiro is the recipient of the 2005 Media Award from the North American Menopause Society for her work in expanding the understanding of menopause, and won the Society of Obstetricians and Gynaecologists of Canada/Canadian Foundation for Women's Health Award for Excellence in Women's Health Journalism in 2006 for her documentary *Run Your Own Race*. The documentary has won numerous industry awards including the New York Film Festival and the Columbus International Film and Video award. She will receive an Award of Excellence for 2008 from The College of Family Physicians of Canada for her lifelong commitment and dedication to family medicine. She is a member of several advisory boards including Cancer Care Ontario, the newly formed Canadian Partnership Against Cancer, Baycrest Hospital and SIGMA Canadian Menopause Society.

Her book *Life in the Balance: My Journey with Breast Cancer*, was released in Fall 2006 and is a National Bestseller.

## MORNING BREAKOUT SESSIONS:

### CARON SHEPLEY

A graduate of McMaster University, where she received an honours degree in physical education, **Caron Shepley** has since worked in corporate fitness for 15 years. As Corporate Director at Personal Best she maintains a hands-on approach to the corporate fitness facilities managed by Personal Best.

Caron is a master yoga instructor, who teaches yoga to all levels from beginners to Olympic athletes. Caron has her own series of DVDs and is a yoga expert for the Globe & Mail.



### NANCY LEE-COLIBABA



**Nancy Lee-Colibaba** is a Horticultural Therapy Coordinator/Horticultural Technician and has been with the Royal Botanical Gardens for over 26 years. Along with providing training sessions in horticultural therapy and working directly with special needs populations, she coordinates the children's gardening programs and the public educational programs at the Royal Botanical Gardens.

### FIGRELLA CALLOCCHIA

**Fiorella Callocchia** is President of HR Impact, a firm specializing in creating customized, practical and innovative workplace solutions. With extensive experience in conference speaking, training design and delivery, Fiorella has coached thousands of people on how to achieve career and personal success.

Fiorella's unique approaches have been featured on Business News Network, CTV, CBC Radio and in various print media, including Canadian Business Magazine, The Globe & Mail, Chatelaine and Workopolis.com.



### SONIA HAWRYLYSHYN



**Sonia Hawrylyshyn**, Manager Employee Career Services at McMaster University has over 20 years of experience with public and private sector organizations combining career and employment coaching, corporate training and teaching. As a certified Global Career Development Facilitator, Sonia has delivered career services with impact and success. Her resourceful and genuine style has inspired many individuals to focus strategically on their career development.

## AFTERNOON BREAKOUT SESSIONS:

### ART GALLERY WORKSHOP

**The Art Gallery of Hamilton** is a public resource dedicated to engaging, stimulating and enriching the community through art. Founded in 1914, the Art Gallery of Hamilton is Ontario's third largest public art gallery owning one of the finest collections of art in Canada. Committed to engaging its audiences in a series of innovative ways as well as serving and working with them, the Gallery explores significant aspects of current and historical art within a local, national and international context in a fiscally responsible way.



### PEGGY GRALL



Peggy Grall is a Certified Executive coach and former psychotherapist with 19 years experience in the areas of helping individuals and organizations make significant change. Peggy has demonstrated her ability to assist individuals and organizations to explore and resolve complex personal and group issues, through working with organizations that are navigating mergers, moving facilities and initiating culture changes.

Her distinctive background in both business and Human Services equips her to powerfully identify and help people address the personal and professional issues affecting a leader or group's ability to change successfully. She is past-President of the Canadian Association of Professional Speakers (Toronto) and in 2004 was nominated for Business Person of the Year and nominated again in 2005 for the coveted Athena Award (Women in Business).

### NARAT CHARUPAT

Narat Charupat is an Associate Professor of Finance at the DeGroot School of Business, McMaster University where he teaches courses in derivatives, financial economics and personal finance. He has conducted research in the areas of financial innovations, derivatives, annuity products, personal finance and behavioural finance. His research has been published in various journals such as the *Journal of Economic Theory*, *Journal of Banking and Finance*, *Journal of Risk and Insurance* and *Journal of Personal Finance*. He is also a director of the Individual Finance and Insurance Decisions Centre (IFID).



Narat received his Ph.D. (Finance) from York University. Prior to joining McMaster, he worked for Algorithmics, Inc., a risk-management software company. He had also worked for an investment bank.

### SIMON PRENTICE



**Chef Simon Prentice**, educated in England, has travelled around the world gaining diverse culinary experience. His background includes culinary roles in the Bahamas, Africa, Aruba, Jamaica, Venezuela and Cuba.

Chef Simon also has vast experience in Canada, and has worked for some of Toronto's finest restaurants, including The Café D'Lauberge at the Inn on the Park as well as the Simpsons in the Strand in First Canadian Place. Furthermore, his entrepreneurial skill and culinary expertise have enabled him to launch his own restaurant and catering business.

## CLOSING KEYNOTE:

### THE SMART COOKIES



Just a few years ago, **The Smart Cookies** were like many women in their twenties and thirties; despite great jobs, they were drowning in over \$40,000 of consumer debt. Inspired by an episode of "The Oprah Winfrey Show" on personal finance, the five women formed a money group, and together, developed strategies for turning their finances around - without sacrificing their fabulous style or social lives. Just one year later, The Smart Cookies had dramatically improved their financial situations - and had made major advances in their careers, relationships, and life goals. The Smart Cookies' proven system for success has been featured on "The Oprah Winfrey Show", MSNBC, and in the New York Daily News and Money Magazine.

The Smart Cookies are now the hosts of a fresh, new TV show on the W Network and the authors of *The Smart Cookies' Guide to Making More Dough*, which will assist readers in achieving their financial dreams and goals without drudgery or deprivation.

#### KATIE DUNSWORTH



With a background in public relations, Katie Dunsworth heads up the area of the Smart Cookies' live seminar division, focused on business-to-business presentations relating to employee satisfaction and financial wellness. Katie also oversees the development and delivery of Smart Cookies' merchandise, and acts as the chief correspondent on accounting matters relating to corporate finances.

Katie brings several years of management experience in her previous role as a Senior Public Relations Manager for one Canada's top ranked employers. In her nearly five years with 1800-GOT-JUNK?, Katie led her department to win the 2007 Stevie Award for Best Communications Team. Prior to this, Katie worked her way through the ranks of Gibson & Associates where she became the youngest Account Manager on staff to actively manage the marketing and PR initiatives of several high profile natural resource clients.

In the Smart Cookies, Katie's confidence and targeted understanding of media have translated nicely into her role as one of the company's passionate co-founders.

#### SANDRA HANNA



As one of five dynamic co-founders of the Smart Cookies, Sandra's key role is project manager for the Smart Cookies television series, where she oversees communication with Entertainment Manager Justin Sudds and the Omni Film production team. Sandra also has experience working hands on with the production team as a researcher for the Smart Cookies' television series. Her time is also spent managing the interactive elements of the Smart Cookies' website.

Sandra brings to the Smart Cookie team an expertise in sales, public relations and media relations with two years of experience working as part of the National Sales and Public Relations team at 1-800-GOT-JUNK?. Prior to 1-800-GOT-JUNK? Sandra worked as part of the sales and marketing team during the re-financing and re-branding of Clearly Canadian Beverage Corp. It is from these experiences that Sandra developed a drive and passion for entrepreneurship.

Having had the opportunity to work closely with and learn from visionary entrepreneurs with proven success, Sandra considers herself lucky to have been exposed to the value of brand integrity and the importance of a clearly defined profitability strategy.

## ANDREA BAXTER



With a strong background in marketing and strategy, Andrea Baxter heads up the Smart Cookies administration, which includes all legal aspects of the business working directly with the Smart Cookies' lawyers. She also manages the Board of Advisors, which includes scheduling meetings and assembling the board's business package. Andrea also oversees the accounting and finance aspect of the business plus all marketing planning and strategy related to every aspect of the business.

Andrea brings several years of management experience in her previous role as a Director of Marketing Strategy at Blast Radius, one of Canada's 50 Best Managed Companies. Previous to Blast Radius, Andrea was a Sr. Marketing Manager at 1-800-GOTJUNK?, where she built national marketing plans and partnerships between 1-800-GOT-JUNK? and their various commercial partnerships. Prior to this, Andrea worked her way through the ranks of marketing in various industries and companies, including Cossette Communications, Canaccord Capital and Vincor Inc.

In the Smart Cookies, Andrea's confidence and targeted understanding of marketing and administrative organization have translated nicely into her role as one of the company's passionate co-founders.

## ANGELA SELF



Angela's education and work experience in the field of journalism led her to take the lead on all literary aspects of the business. She is the project manager for the Smart Cookies' first book, Smart Cookies' Guide to Making More Dough. Angela also oversees communication with both publishing houses in the US and Canada including their literary agent in New York. Additionally, she is the project manager for the Smart Cookies' weekly column in the Metro and manages the development of interactive components for the website, alongside Sandra. Lastly, Angela along with Robyn is responsible for creating general content for the business.

With the support of the other Smart Cookies, Angela became a realtor last May. As the Smart Cookies speak and write frequently on the subject of real estate and the importance of buying your first home, having a qualified voice on the team has been a huge asset.

Prior to becoming a Smart Cookie, Angela worked as a researcher/writer for a production company in Vancouver. She also worked as story producer at Canada AM where she was responsible for generating new ideas daily and writing scripts on a deadline.

## ROBYN GUNN



With a background in speaking and group facilitation, Robyn oversees the content development and production of the Smart Cookies Seminar and Speaking Series. Also, she is project manager of "Bite Size Cookies" which is currently formatted as a monthly newsletter but in transition to a daily dose format. Along with Angela, she oversees the weekly national Smart Cookies Metro column.

Prior to Smart Cookies, as a registered social worker, Robyn's work experiences have focused on developing therapeutic relationships with individuals, families and groups. Her work settings have ranged from Not for Profit to Medical Settings. She is passionate about her work with women and children.

Through these experiences, Robyn has developed both her ability to facilitate larger groups as well as mediate difficult situations. She brings to the Smart Cookies team, well-developed interpersonal, oral and written communication skills. Her counseling skills have proven to be an asset in helping families and individuals explore their personal relationship with money and wealth.