



Westoba
CREDIT UNION LTD.

In proud partnership with Westoba Credit Union

W.O.W.
Conference



the **WOMEN OF WESTMAN
CONFERENCE**

MARCH 6, 2024

UCT PAVILION, KEYSTONE CENTRE



EMPOWERING HER

W.O.W. ITINERARY

MORNING

Light Breakfast

Opening Remarks

Mindful Meditation

Workshop: Screw it. Just do it.

Facilitated by Jane Helbrecht &
Lyndsay Gillon-Seafoot

Networking Empower Hour

AFTERNOON

Break for Lunch

Sponsored by Grey Pearl Interior Design

Panel Discussion

Cst. Amanda Conway – Brandon Police Service

Vicki Davis – Westoba Credit Union

Kailan Dreolini – Refreshed & Refurbished

Short Break

Keynote Presentation

Catherine Wreford



MEET YOUR KEYNOTE SPEAKER

Catherine Wreford

Performer | Brain Cancer
Fighter | Stretch Expert
Winner of The Amazing
Race Canada S8

Catherine Wreford was born and raised in Winnipeg, Manitoba, Canada. Her passion for performing was first recognized at age 3 when she learned how to roll out of a handstand with a professional flair. She went on to train at the Royal Winnipeg Ballet School.

After high school, Catherine Wreford moved to Toronto and performed in the Stratford Festival production of West Side Story directed by Kelly Robinson and choreographed by Sergio Trujillo. At age 20, she was cast in the Broadway revival of 42nd Street, directed by Mark Bramble and choreographed by Randy Skinner. She performed with the cast in the opening number for that year's Tony Awards. Catherine Wreford was also in the original cast of the 2002 revival of Oklahoma!, directed by Trevor Nunn and choreographed by Susan Stroman, and performed in the 2002 Tony Awards. For two years, Wreford delighted audiences as Peggy Sawyer, the lead role in the U.S. tour of 42nd Street. Other notable theatre credits include Cassie in A Chorus Line, Roxie in Chicago and Alison in Fun Home.

Wreford is a woman of many talents. She previously ran a mortgage company in Los Angeles and later spent four years becoming a nurse. She is also a survivor. In 2013, after giving birth to her second child, Wreford was diagnosed with terminal brain cancer. Given two to six years to live, she decided to return to her performing roots in Canada.

In 2022, Wreford teamed up with her best friend Craig Ramsay—they met as teenagers at the Royal Winnipeg Ballet School—to win Season 8 of The Amazing Race Canada. Wreford sees the win as an opportunity to shine a spotlight on finding a cure for brain cancer.

Catherine Wreford has made a significant impact by raising awareness for brain cancer research and inspiring individuals to overcome adversity. As a survivor herself, she shares her story to foster community support and raise funds for vital research initiatives. Catherine's advocacy extends to empowering women, promoting mental health awareness, and fostering inclusivity.

Through her motivational speaking, she encourages people to embrace their strengths, pursue their passions, and create positive change in their lives and communities. Her unwavering dedication and personal achievements make Catherine Wreford a beacon of hope, inspiring others to make a difference and contribute to a better world.

Catherine Wreford is a performer, a teacher, an adjudicator, a stretch expert, a survivor, a mentor and a motivational speaker. Most of all, she is a lover of life who encourages and inspires everyone she meets to run their own amazing race!



MEET YOUR WORKSHOP FACILITATORS



Lyndsay Gillon-Seafoot

Owner & Consultant
Curbridge Consulting Co.

Lyndsay is an HR expert, leadership trainer, and entrepreneur. Lyndsay is the owner of Curbridge Consulting co, a full-service HR consultancy founded in 2020. Lyndsay is a mom to two young boys, a stepmom to a teenage girl, and she has a passion for business development as well as helping people find their unique strengths to accelerate their career.

Jane Helbrecht

Founder & Consultant
Uplift Engagement

Jane is a Leadership Development and people and culture expert with over 15 years experience. As the founder and a consultant at Uplift Engagement, she focuses on building people and leadership development programs that shift team dynamics so that teams can focus, get stuff done and have fun while they do it.



RBC

is a proud sponsor of the

**Women of
Westman
Conference**

and supporter of the

**Brandon
Chamber of
Commerce**

**Celebrating the progress
of women today**



**Investing in workforce
inclusion year-round**

Powering ideas for people and planet™



LaunchHER
into
Trades

LaunchHER into Trades is geared to promote the recruitment and retention of Women in the Red Seal trades within Manitoba.

The program will help women to navigate challenges and barriers that impact progression in attaining a journey-person designation in a Red Seal trade by providing mentorships, networking opportunities and other key supports for women. The program will follow and guide women on their journey to success!



204.987.9570 | launcher@fpdinc.ca

Funded in part by the Government of
Canada's Canadian Apprenticeship
Strategy





THE WOMEN'S RESOURCE CENTRE

As a non-profit organization, our services are accessible to all self-identifying women and their families in the Westman community. Composed of a team of specialists that provide trauma-informed, low barrier and accessible services, TWRC is committed to ensuring the mental, physical and emotional well-being of those that seek our support.

www.thewomenscentrebrandon.com

**Build your business,
invest in your culture.**

Hire a CPHR.



Chartered Professionals
in Human Resources

CPHRMB.CA

CPHR

Manitoba

ABOUT YOUR PANELISTS



Vicki Davis

Vice President, Finance | Westoba Credit Union

Vicki started out with a goal to be a social worker and graduated from post-secondary as an accountant. The courses she took as she has discovered her real interests have been helpful as she has moved through her career.

Vicki has been with Westoba Credit Union for just over 12 years. Vicki's accounting background and experience gained in the role of Member Services and Financial Analyst have all helped her to succeed in her current position as VP Finance.

She has two daughters who have just graduated in 2023 – one from high school, the other from university. Both were active in their own activities and Vicki enjoyed being part of the various organizations to support their interests in different ways.

Vicki's desire of continuous learning helps her to stay current in the ever changing accounting and financial industry.

Cst. Amanda Conway

Constable, RSW | Brandon Police Service

Amanda Conway has been a member of the Brandon Police Service since 2016. She is currently in the Community Policing Unit. As part of her role, among many other responsibilities, Amanda is the service's first Indigenous Liaison Officer. Before policing, Amanda graduated in 2011 from the University of Manitoba with a degree in Social Work. Her work experience includes mental health crisis services and community corrections within Manitoba Justice. She remains a Registered Social Worker through the Manitoba College of Social Workers and a Social Work Field Educator for the University of Manitoba. Amanda's goal is to create cultural safety and a changed experience in the future through unity, truth, and reconciliation.



Kailan Dreolini

Owner & Operator | Refreshed and Refurbished

Kailan is originally from Thompson, Manitoba, but found herself loving Brandon when she came down south to attend Assiniboine Community College. Interior painting became her side job through college which has now flourished into what Refreshed + Refurbished is today. Kailan may have entered the business world as a painter, but she sees herself more as an entrepreneur who is just starting her journey. Kailan recently welcomed her daughter, Jordy, into her life in 2023 and is loving every rewarding, challenging, and exciting moment of being both a business owner and a mother.



BIG THANK YOU TO OUR SPONSORS

W.O.W. PARTNER SPONSOR



Westoba
CREDIT UNION LTD.

STELLAR SPONSORS

CPHR
Manitoba



SUPER THRIFTY

WE CARE... Your Family Drug Store

BIG THANK YOU TO OUR SPONSORS

SUSTAINING SPONSORS



**BRANDON
UNIVERSITY**



CHEMTRADE



EPP LAW OFFICE

BARRISTERS • SOLICITORS • NOTARIES



Heart&Stroke™

leechgroup

PRINT + DIGITAL COMMUNICATIONS

lightandme

Bringing Visions to Life



**PROFESSIONAL
TRANSPORT DRIVER TRAINING SCHOOL**

RCPW

Robinson Cancade
Private Wealth Inc.

Brandy Lavich - Relationship Manager
Tracy Baker, CFP, RRC - Relationship Manager

**REESOR S
JEWELLERY**



**YWCA
BRANDON**

A TURNING POINT
FOR WOMEN

BIG THANK YOU TO OUR SPONSORS

EMPOWERMENT BAG SPONSORS



KEY COLLABORATORS



WOW

empower her.



Your Local Family of Pharmacies

Online Prescription Refills • Free Prescription Delivery

Five Locations in Brandon

Super Thrifty Pharmacy1100 Richmond Avenue
Home Health Care Pharmacy3000 Victoria Avenue
Medical Centre Pharmacy146-6th Street
Rosser Pharmacy841 Rosser Avenue
Super Thrifty Clinic Pharmacy42 McTavish Avenue East

Locally Owned & Operated In:

• Virden • Carberry • Dauphin • The Pas • Hamiota
• Rivers • Melita • Selkirk • Morris • Ste. Rose du Lac



SUPER THRIFTY

WE CARE... Your Family Drug Store

www.suprthrifty.com

81%

of employees
identifying as female

62%

of Westoba departments
managed by women

57%

of Executive Leadership
team is female

Westoba is proud to be recognized as one of Manitoba's Top Employers for 2023 and featured in the Canada Top 100 Career Directory, an annual guide to Canada's Best Employers for students and new graduates.

EST.

— 1963 —

Westoba

CREDIT UNION LTD.

westoba.com | 1-877-WESTOBA

Proud Founding Sponsor of this Event