



ATLANTIC REGIONAL MEETING

AGENDA

February 15-16, 2023

Accommodations Location: **Cambridge Suites Hotel Sydney**
380 Esplanade, Sydney, Nova Scotia
(902) 562-6500

Meeting Location: **Day 1: Conference Room**
Cambridge Suites Hotel Sydney

Day 2: LeVert Hospitality Suite, Campus Expansion, Cape Breton University

Our CBU Shuttle drivers will drop you off at the Entrance of the Great Hall and we will meet you there. Those taking their own vehicle may park in parking lot 1, we will provide parking passes at the Welcome Reception.

Notes:

- Wear your university swag on Day 1!
- Hotel has free parking on site
- CBU shuttles from hotel to campus will be provided so that everyone may enjoy the cocktail hour at the end of the day.

Wednesday, February 15, 2023

3 – 4:30 p.m.
Check-in Hotel,
Cambridge Suites

WELCOME RECEPTION: REPRESENTIN'

Wear your school swag. Be comfy!
Welcome to the Atlantic Regional Meeting! Join us as we welcome you to Cape Breton, to CUCCOA, and to our Winter Regional Meeting!

4:30 – 5:30 p.m.
Conference Room,
Cambridge Suites

KNOWING YOUR BRAND:

Jill Ellsworth, CBU Brand Manager,
Jill MacPherson, owner, Island Folk Cider,
Jody MacArthur, Director of Marketing, Destination Cape Breton

Short presentations, followed by roundtable discussions to discover how to use your brand in conference and event management development.

Jill Ellsworth

Jill Ellsworth is the Communications and Brand Manager at Cape Breton University. Jill earned a Bachelor of Arts from CBU in 2016, a Bachelor of Journalism from the University of King's College in 2017 and a Master of Arts in Strategic Communications Management from Concordia St. Paul in 2021. Jill has a passion for writing, brand creation and management and the magic of creating impact through storytelling.

Jody MacArthur

Jody loves a good story. She has been helping organizations craft their messages and tell their stories for more than 20 years. Jody has extensive experience in public relations, marketing and business development. She brings a great attitude, keen sense of humour and wealth of experience to every project she undertakes.

Jody's career has been spent mostly in economic development, municipal government, tourism and consulting. She has worked with the Celtic Colours International Festival, MT&L Public Relations (now National Public Relations), and the Halifax and Cape Breton Partnerships. Her love of Cape Breton Island drew her home again in 2021 when she accepted her "dream job" with Destination Cape Breton as Director of Business Development. In December of 2021, Jody added the title of Acting Director of Marketing to her ever-growing responsibilities.

Her education includes a Bachelor of Public Relations degree (concentration in French) from Mount Saint Vincent University and an Advanced Diploma in Human Resource Management from NSCC.

5:30 – 6:00 p.m.
Conference Room,
Cambridge Suites

ACCOMMODATIONS DISCUSSIONS:

This session will be dedicated to roundtable discussions on accommodations issues, ideas, trends, and ways to grow your brand in the hotel market.

6:30 p.m.
Trio Restaurant &
Lounge
Cambridge Suites

NETWORKING DINNER

Trio takes comfort food en haute, impressing international twists on local Maritime favourites. A menu fit for everyone, choose from the traditional to the sublime, the freshest of seafood or vegetarian selections.

8 – 11 p.m.
Hospitality Suite,
Cambridge Suites

HOSPITALITY SUITE

SPONSORED BY: CAPE BRETON UNIVERSITY

Join us in the hospitality suite – this is an informal time to meet and greet colleagues, unwind, catch up with old friends and meet new members.

Thursday, February 16, 2023

8:30 a.m.
Main entrance,
Cambridge Suites

Shuttle departs hotel for CBU

8:45 a.m.
LeVert Hospitality
Suite, CBU Campus

**WELCOME BREAKFAST AND LAND ACKNOWLEDGEMENT
SPONSORED BY: CAPE BRETON UNIVERSITY**

9:15 – 10:15 a.m.
LeVert Hospitality
Suite, CBU Campus

**Events and their relevance in University Operations:
*President and Vice Chancellor, David C. Dingwall, LL.B***

The Honourable David C. Dingwall was installed as the 7th President and Vice-Chancellor of Cape Breton University on April 6, 2018.

Under his direction, Cape Breton University has achieved many significant milestones including launching a new strategic plan, new academic plan, an updated and inclusive executive committee, a new CBU Brand, unprecedented enrolment growth, and a revitalized campus, with plans for future growth and development.

Mr. Dingwall is highly regarded for his substantial, in-depth experience in both the private and public sectors, at both the national and international levels. In the 1993 Canadian election, under The Honourable Jean Chrétien, Mr. Dingwall was appointed to Cabinet as the Minister of Public Works and Minister of Supply and Services, Minister responsible for Canada Post, Minister responsible for Canada Mortgage and Housing, Minister responsible for the Royal Canadian Mint, Minister responsible for Defence Construction Limited, and the Minister responsible for the Atlantic Canada Opportunities Agency. Mr. Dingwall also served on several Cabinet committees, including the Treasury Board and Economic Development. In 1996, Mr. Dingwall convinced Prime Minister Jean Chrétien to host the G7 Summit in Halifax, Nova Scotia, Canada. Leaders from the G7 convened in Halifax and Boris Yeltsin, the President of Russia, was a special attendee at that session. In 1996, Mr. Dingwall was appointed Minister of Health and, in 1997, he passed the Tobacco Control Act which, at the time, was the toughest tobacco legislation in the world. He was subsequently honoured by the Canadian Cancer Society and the World Health Organization.

Mr. Dingwall also has extensive corporate governance experience. As the Chief Executive Officer of the Royal Canadian Mint, in less than two years, Mr. Dingwall grew its revenue to more than \$100 million. Mr. Dingwall was also Co-Director of the Canada China Institute for Business and Development.

He holds degrees in commerce and law from Dalhousie University, has studied Corporate Governance at Harvard Law School, and is also a graduate of the Institute of Corporate Directors (ICD.D), Rotman School of Management, University of Toronto. In 1997, he received an Honorary Doctorate of Laws from Cape Breton University.

Mr. Dingwall is also a distinguished author, most recently having penned “Negotiating So Everyone Wins” - Secrets you can use from Canada's top business, sports, labour and political negotiators, the only book of its kind in North America.

He has been an extraordinary mentor to many Cape Bretoners and Canadians from coast to coast to coast, helping them establish their own careers and make a mark across our country.

10:15 a.m.

**NETWORKING BREAK: Walking & Talking Tour
SPONSORED BY: MURPHY GEAR**

Snack Break along the way

Group photo in Great Hall prior to Regional Meeting

10:45 a.m.

LeVert Hospitality
Suite, CBU Campus

REGIONAL BUSINESS MEETING – MEMBERS ONLY

Join your colleagues from Atlantic Canada for an informational meeting covering association business, new initiatives, updates, regional leadership, future directions, and more! This meeting is for CUCCOA members only.

12 – 1 p.m.

Campbell Room,
CBU Campus

**LUNCH & LIVE MUSIC
SPONSORED BY: CHARTWELLS**

1 – 2 p.m.

LeVert Hospitality
Suite, CBU Campus

**NAVIGATING DIVERSITY; HOW TO MAKE YOUR EVENTS & CONFERENCES
INCLUSIVE:**

Scott Thomas, Human Rights and Diversity Officer

Scott is a current PhD candidate from the University of Arizona. His research focuses on the affect colonialism has had on conflict resolution.

Scott is a proud CBU alumni and currently is in the role of Human Rights and Diversity officer here at Cape Breton University.

He presently sits on the executive of national board for CAPDHHE (Canadian Association for the Prevention of Discrimination Harassment in Higher Education) as well as numerous national and provincial boards which focus on Human Rights and Mental Health.

In 2022 Scott was award the emerging Leadership Award by his national colleagues in Human Rights. He is the past recipient of the Tom Millier Human Rights award, the Young Alumni of the Year award and the National Educator of the Year for the UK (2008)

Scott has work in the United Kingdom, Eastern Europe and Central Africa to develop programing for Educational Alternative curriculum. In November 2010 Scott was invited to Speak at the United Nations in New York City; the talk focused on Diversity development in Developing Countries.

He has been lucky enough to have been part of various speaking engagements on the local, provincial, national and international level regarding Human Rights and Diversity.

2 – 2:20 p.m.

Great Hall,
Courtyard

NETWORKING BREAK: Hot chocolate and cookies

SPONSORED BY: CHARTWELLS

2:20 p.m.

LeVert Hospitality
Suite, CBU Campus

L'NU WAY; STORIES & LESSONS WHILE CRAFTING A DREAM CATCHER:

Jeff Ward, PSCP BACS, Membertou First Nation

General Manager of the Membertou Heritage Park, drawing on his vast experience and knowledge in the field of Spirituality, Ceremony, Management and Administration. A former Director of Operations for Metepenagiag Mi'kmaq Nation, Eskasoni Crisis Center, Royal Canadian Mounted Police Constable, Red Bank Police, Youth and Community worker.

Growing up, he was always involved in community events and has been a leader in their planning, coordination, and participation. When it became time to pursue post-secondary education, the Bachelor of Arts Community Studies program at Cape Breton University was a natural fit. Currently, he is working on his Masters degree.

As a public figure, Jeff has been dancing, drumming and performing his way into people's hearts since a child. He is currently a member of Sons of Membertou and Thunder Eagle Singers. Most recently performed at the 100th Anniversary of Vimy Ridge in France. He also Emcee's numerous First Nation Pow-Wows in the Atlantic region and eastern USA. Jeff has been a keynote speaker and Emcee for a variety of conferences including the most notable being the MMIWG Commission of Murdered and Missing Indigenous Women's & Girls' Inquiry held in Membertou, to name a few.

He is a leader in the White Eagle Sundance. A Lodge keeper, drum keeper, conductor of ceremonies, and justice circles with over 30 years of experiences. He is a proud husband, father of 4 successful adult children, grandfather of 1 grandson, 2 cats and 1 dog.

4:15 p.m.

LeVert Hospitality
Suite, CBU Campus

HOW DO YOU WORK?

Round table discussions about how Conference Services works within the various institutions, working within departmental budgets, acting as liaisons across camps and any other topic of interest.

Discussion Lead by: Alanna MacQueen, CBU Events

4:45 p.m.

Pit Lounge,
CBU Campus

WRAP-UP RECEPTION

SPONSORED BY: CAPE BRETON UNIVERSITY

Cocktails, pre-dinner snacks, and live entertainment.

5:45 p.m. *Shuttle leaves from CBU for hotel*

7:00 p.m.
Governor's Pub &
Eatery
233 Esplanade

NETWORKING DINNER

Governor's Pub & Eatery is known as one of the best Cape Breton restaurants, offering a menu filled with incredible seafood and steaks, delicious contemporary versions of hearty Irish classics and a vast international selection of imported and local drafts and beer.

THANK YOU TO OUR HOST:



THANK YOU TO OUR SPONSORS:



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