

Atlantic Leaders' Summit



Sommet des leaders de l'Atlantique

The International Student Experience

Monday, July 10, 2017

**Casino Nova Scotia, Compass Room
Halifax, Nova Scotia**

ASSOCIATION OF
ATLANTIC
UNIVERSITIES



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AGENDA

8:00 Welcome, review of program and introduction of The Hon. Scott Brison, M.P. (Kings-Hants), President, Treasury Board of Canada

Dr. Eddy Campbell, President and Vice-Chancellor, University of New Brunswick

8:15 Introduction of Keynote Speaker – Minister Brison

Keynote Speaker: The Hon. Ahmed Hussen, M.P. (York South-Weston), Minister of Immigration, Refugees and Citizenship

The Atlantic Immigration Pilot Project

Audience Q&A

Moderator: Dr. Raymond Théberge, Recteur et vice-chancelier, Université de Moncton

9:00 One Year Later: Experience of Recent International Student Graduates in Atlantic Canada

Margaret Brigley, President and COO, Corporate Research Associates

Audience Q&A

Moderator: Dr. Robert Campbell, President and Vice-Chancellor, Mount Allison University

10:00 Nutrition & Networking Break

10:15 The International Student Experience: Student Panel Discussion

Moderator: Wendy Luther, President & CEO, EduNova

Panelists:

Mischka Jacobs, Communications & Events Coordinator, VENN Innovation Inc.

Freya Qi, Student Recruiter and Advisor, University of Prince Edward Island

Christine Qin Yang, International Relations Officer, NS Department of Intergovernmental Affairs

11:15 Starting a career in Atlantic Canada: Employer Panel Discussion

Moderator: Anna Stuart, Partner, Knightsbridge Robertson Surette

Panelists:

Coleen Baxter, Vice President, Human Resources, J.D. Irving, Limited

Saeed El-Darahali, President & CEO, SimplyCast

Shannon MacDonald, Partner, Vice-Chair Industry, Deloitte

Jordi Morgan, Vice President, Atlantic Canada, Canadian Federation of Independent Business (CFIB)

12:15 Introduction of Keynote Speaker – Peter Halpin, Executive Director, Association of Atlantic Universities

Keynote Speaker: Mayor Mike Savage, Halifax Regional Municipality

12:45 Closing remarks

Dr. Robert Summerby-Murray, President and Vice-Chancellor, Saint Mary's University

12:50 Networking Lunch

BIOGRAPHIES



The Hon. Scott Brison, M.P. (Kings-Hants) President, Treasury Board of Canada

Scott Brison, the Member of Parliament for Kings–Hants (Nova Scotia), has been elected to Canada's House of Commons in seven general elections between June 1997 and October 2015.

Prime Minister Trudeau appointed Mr. Brison to the federal cabinet as President of the Treasury Board in November 2015. He serves as a member of the key Cabinet Committee on Agenda, Results and Communications that tracks progress on the government's priorities; the Cabinet Committee on Growing the Middle Class that considers strategies to promote inclusive economic growth, opportunity, employment, and social security; and as Vice-Chair of the Cabinet Committee on Defence Procurement.

He previously served as a member of the Trilateral Commission and he was named by the World Economic Forum of Davos, Switzerland, as one of its "Young Global Leaders." In Paul Martin's government, he served as Minister of Public Works and Government Services, and Receiver General of Canada.

Mr. Brison has had extensive private sector experience as an entrepreneur and investment banker. He has served as Vice-President of a Canadian investment bank and as Chairman of SeaFort Capital Inc., a Canadian private equity firm.

Mr. Brison and his partner, Maxime St-Pierre live in Cheverie, Nova Scotia, on the shores of the Minas Basin, home of the world's highest tides. He was born in Windsor, Nova Scotia, on May 10, 1967, and in 1989 graduated from Dalhousie University with a Bachelor of Commerce degree in Finance. He has completed the Global Leadership and Public Policy for the 21st Century Executive Education Program at the Harvard University Kennedy School of Government.

In his spare time, he enjoys economics, foreign policy, sea kayaking, downhill skiing, and growing apples, and has recently planted a small vineyard.



The Hon. Ahmed Hussen, M.P. (York South-Weston) Minister of Immigration, Refugees and Citizenship

Ahmed Hussen is the Member of Parliament for the riding of York South-Weston. A lawyer and social activist, he has a proven track record of leadership and community empowerment.

Born and raised in Somalia, Ahmed immigrated to Canada in 1993 where he settled in Regent Park and quickly gravitated towards public service. In 2002, he co-founded the Regent Park Community Council and was able to secure a \$500 million revitalization project for Regent Park, all while ensuring the interests of the area's nearly 15,000 residents were protected. Ahmed also served as the National President of the Canadian Somali Congress – a Somali community organization that works with national and regional authorities to advocate on issues of importance to Canadians of Somali heritage and strengthen civic engagement and integration. His results-driven reputation led to an invitation to join the task force for modernizing income security for adults in the Toronto City Summit Alliance.

Ahmed is fluent in English, Somali, and Swahili, and earned his Bachelor of Arts (History) from York University and his Law Degree from the University of Ottawa. In 2004, the Toronto Star recognized him as one of ten individuals in Toronto to have made substantial contributions to his community.



Margaret Brigley, CMRP
President and COO, Corporate Research Associates

Margaret is the President and COO of Corporate Research Associates, one of Canada's leading market intelligence and public opinion research firms. Margaret joined CRA in February 1998 and offers its clients close to 30 years of communications, marketing and research experience in the private, non-profit and public sectors.

Margaret's research expertise includes both qualitative and quantitative methods, and spans across a wide variety of sectors including education, health, financial services, tourism, utilities, international business and consumer goods and services. She has conducted numerous research projects for a wide range of post-secondary institutions within the region, across the country and internationally.

A native of Halifax, Nova Scotia, Margaret is a graduate of Mount Saint Vincent University (1986) and a member of MRIA. In 2003, she achieved the national professional marketing research accreditation (CMRP). Margaret is actively involved as a volunteer with various organizations in the community.



Wendy Luther
President & CEO, EduNova

Wendy joined the EduNova team as President & CEO in October 2012. EduNova is a co-operative association of public and private-sector education providers in Nova Scotia committed to promoting Nova Scotia's knowledge economy internationally. By attracting international students to study in Nova Scotia and by exporting Nova Scotia's expertise globally, EduNova helps raise the profile of Nova Scotia training and expertise worldwide.

Prior to joining EduNova, Wendy was a Trade Development Executive with Nova Scotia Business Inc. since 2005. She led the charge to help service sector companies and education and training organizations close deals in export markets.

Through her role as Nova Scotia's first Private Sector Liaison Officer (PSLO) with the World Bank and Inter-American Development Bank, Wendy worked to connect entrepreneurs and institutions to opportunities funded by the International Financial Institutions.

Bringing a vast international network to the table, this executive is at the ready when it comes to linking companies with contacts on any continent. Wendy's tip for tapping into new markets is to do business in person - advice which she takes to heart. Wendy has worked in over 20 countries with a current focus on the Caribbean, the Gulf Region and Washington DC.

Born in Vancouver, Wendy graduated with an undergraduate degree in psychology from the University of British Columbia and worked in the advertising industry before moving to Halifax in 2001. In Halifax, Wendy joined the Atlantic Canada World Trade Centre as their Trade Consultant, where she achieved her Certified International Trade Professional designation. Since that time Wendy has continued her education, graduating with an Executive MBA from Saint Mary's University in 2008 and is an alumnus of the Caribbean Canada Emerging Leaders Dialogue, 2011.



Mischka Jacobs

Communications & Events Coordinator, Venn Innovation Inc

Mischka Jacobs is from Johannesburg, South Africa. She completed a BA in Languages & Culture as well as an Honours Degree in French at the University of Stellenbosch, in her home country. Following her teaching experiences in South Africa and France, she realised that her passion lay elsewhere and decided to continue her studies here in Canada. Mischka recently graduated with a Bachelor's degree in Translation from the Université de Moncton, and started her role as the fulltime Communications & Events Coordinator with Venn Innovation in Moncton.



Freya Qi

Student Recruiter and Advisor, University of Prince Edward Island

Freya (Ruifang) Qi was born in Hubei, China and graduated from a Chinese high school in 2009. In the same year, she came to UPEI as an international student to pursue a Bachelor of Arts degree in Economics. In 2011, Freya's mother immigrated to PEI, so Freya's status changed from international student to permanent resident. Freya graduated from UPEI in May 2013 with a Bachelor of Arts degree and started the Bachelor of Education program at UPEI in Sept 2013. Two years later, Freya received her B.Ed. and started working full-time at the Office of Recruitment and International Relations as an international recruiter and student advisor.

During her six years at UPEI, Freya has worked at different places, both on and off campus. She worked at Conference Services as a room attendant, in the Mathematics Department as a student marker and test invigilator, at Student Services as a math tutor, and at The Office of Recruitment and International Relations as a student assistant. She also worked as a private house cleaner, worked at Holiday Inn as a room attendant, and waitressed at China King Restaurant and King's BBQ in Charlottetown.

Freya is now studying in the Masters of Education in Leadership in Mathematical Education at UPEI while she is working full time at UPEI's Office of Recruitment and International Relations.



Christine Qin Yang

International Relations Officer, NS Department of Intergovernmental Affairs

Originally from Fujian, China. Christine moved to Halifax as part of her "2 + 2" program and graduated with a bachelor of Agriculture from (Fujian Agriculture and Forestry University) FAFU University in Fuzhou and a bachelor of business administration from Mount Saint Vincent University here in Halifax.

After graduating, Christine was the program coordinator at the Halifax Partnership's Connector Program and most recently joined the Nova Scotia Department of Intergovernmental Affairs as an international relations officer, specializing in China relations.

Christine is very passionate about Nova Scotia's community and its diversity. Christine spends much of her time volunteering with community events and has recently accepted an appointment to the Mount Saint Vincent Board of Governors.



Anna Stuart

Managing Partner, Knightsbridge Robertson Surette

Anna's consultative style and pragmatic approach have delivered exceptional results to organizations and leaders across Canada. Anna is a Managing Partner with Knightsbridge Robertson Surette and leads the firm's national academic executive search practice and our Atlantic Canadian executive search practice.

An experienced professional consultant, Anna has led executive searches and provided strategic advice to universities and colleges, government, not-for-profit, family-owned and private sector organizations across Canada. Her commitment to understanding organizations and individuals has established her as a trusted advisor on strategy, governance, leadership development, operational effectiveness and organization design. Whether working with a board or search committee, meeting with a candidate or coaching a leader, Anna is committed to providing strategic leadership and talent counsel to our clients. Her past experience as a senior leader within the public service, and as an advisor to senior leaders within the academic, public and private sectors, has given her first-hand insight into the rewards and challenges of leadership in broadly-accountable organizations.

A thoughtful connector and facilitator, Anna has contributed insightful articles, seminars and workshops for clients in the academic, public and corporate sectors as well as professional groups and industry associations.

Anna is a Fellow of the Chartered Professional Accountants of Canada, a Fellow Certified Management Consultant, and has a Master's of Business Administration Degree in Health Administration.

Anna's passion for people, public and community service is demonstrated through her active involvement with many community and professional groups. Anna is a Director on the Nova Scotia Health Authority Board, the Chair of the Sacred Heart School of Halifax Board of Governors, a former Chair of Brigadoon Children's Camp, and Chair of the International Women's Forum (Atlantic Chapter).



Colleen Baxter

Vice President, Human Resources, J.D. Irving Limited

Colleen Baxter is J. D. Irving, Limited's Vice President of Human Resources and is based in Saint John, New Brunswick. Colleen is responsible for setting the strategic direction of HR in the areas of Talent Acquisition, Talent Development, Total Rewards, and Health and Wellness for 10,000 employees across a diverse group of companies including Forestry, Retail, Transportation and Construction.

Colleen has held a number of roles throughout her 30 year career with JDI and has made significant contributions with the focus on building, aligning and engaging the workforce.

In addition, Colleen has actively participated in advisory councils for the New Brunswick Business Council, the Human Resources Association and Conference Board of Canada with focus on strategic human resource issues.

Under Colleen's leadership, J.D. Irving, Limited partnered with the Richard Ivey School of Business to create Canada's first customized EMBA program. The company has also been nationally honored as a Top Employer of Youth by the Conference Board of Canada and recognized by Canada's National Institute of Disability Management and Research (NIDMAR) for proactive disability management and return to work programs for employees.

Colleen is an active volunteer in Saint John community initiatives related to education, and economic development.

A native of Saint John, New Brunswick, Ms. Baxter earned a Bachelor of Business Administration from the University of New Brunswick and holds a Master of Business Administration from the Richard Ivey School of Business - University of Western Ontario.



Saeed El-Darahali
President and C.E.O., SimplyCast

Saeed El-Darahali, MBA, BSc, CHR, is the President and CEO of SimplyCast, a leading provider of, multi-channel, automated marketing services, which empower business of all sizes to create, manage, and track their own marketing campaigns.

Saeed is the driving force behind SimplyCast, which has grown to serve clients in over 175 countries. He has led SimplyCast to consistently strong year-over-year growth and many awards and accomplishments. Saeed has also led the team in the development of the one-of-a-kind emergency communication platform EmergHub.

Under his leadership, SimplyCast has been awarded the 2017 Consumer Choice Award for Digital Online Marketing, the Game Changer Award for Best Youth Employer (Medium Business) and two bronze 2016 Halifax Business Awards in the categories of Business of the Year, Innovative Business of the year, and Saeed himself was the 2016 bronze recipient of Business Person of the Year.

Saeed brings over 15 years of management experience, and a strong interest in strategic partnerships, corporate financing, strategic growth, operations, sales, and marketing management to his business and the IT industry. He holds a Masters of Business Administration, a Bachelor of Science in Computer Science, a Certificate of Human Resource Management and Minor in Economics, all from Saint Mary's University in Halifax, Nova Scotia.

Saeed's involvement in the community includes SimplyCast's many local sponsorships and his own personal volunteer work. Saeed is an advisor with the Federal Innovation Round Table through the Government of Canada, an alumni, coach, and supporter of Junior Achievement Nova Scotia, the previous Chair of Youth Retention & Immigration for the OneNS Coalition, a member of the Advisory Committee for the Sobey School of Business and mentor for various organizations including The Canadian Youth Business Foundation and The Entrepreneurs with Disabilities Network.



Shannon MacDonald
Partner, Vice-Chair Industry, Deloitte

Shannon MacDonald is a Vice Chair with responsibility for Deloitte's industry programs. These programs ensure that staff are trained and staffed to handle client needs, specific to the industry they operate in. We focus on all primary Canadian industries, such as Oil & Gas, Mining, Public Sector, Consumer and Industrial Products, and Financial Institutions as well as emerging sectors such as FinTech, CleanTech, IOT, Indigenous Communities and Smart Cities.

Shannon MacDonald enjoys working with private companies and governments as a Vice Chair at Deloitte. She leads the firm's work with the Government of Ontario. She has been a member of the Deloitte Global Board of Directors, the Executive Committee of Deloitte nationally and on the Canadian Board of Deloitte. She has also served as the firm's first Chief Inclusion Officer and as the national health care leader. Her experience includes twenty-seven years of public accounting and consulting services.

Shannon co-chairs a council on Inclusive Leadership for the Ontario Government. In addition she sits on the Canadian Partnership Against Cancer and recently on the Partnership Council on Employers of Persons with Disabilities for the Ontario Minister of Economic Development.

Shannon has a BBA from UPEI, a Chartered Accounting designation (CA, CPA) and a Masters of Health Science from University of Toronto. She has been recognized for two years as one of the Top 50 CEOs in Atlantic Canada and three times as one of Canada's 100 Most Powerful Women. She is also a Fellow Chartered Accountant.



Jordi Morgan
Vice President, Atlantic Canada, Canadian Federation of Independent Business (CFIB)

Jordi Morgan, Vice-President, Atlantic, for the Canadian Federation of Independent Business or CFIB.

CFIB is Canada's largest Business Association with 109,000 members across the country in all sectors and 11,000 small- and medium-sized businesses here in Atlantic

Canada.

He oversees all legislative activities and communications for the Atlantic region's four provinces.

After 13 years in private radio, Jordi spent 10 years as a national anchor with CBC Television News. He became well known as host of the popular regional radio program, Maritime Morning, winning an Atlantic Journalism Award and two RTDNA Awards. He also worked at the Atlantic Institute for Market Studies, a public policy think tank and as Director of Parliamentary Affairs for the Minister of Human Resources and Skills Development Canada in Ottawa.

He is dedicated to ensuring the collective will and voice of CFIB's members is consistently front and centre on the public agenda.

Jordi is the father of three and lives in Halifax with his youngest son.



Mayor Mike Savage
Halifax Regional Municipality

Mike Savage was first elected Mayor of Halifax Regional Municipality on October 20, 2012. Mayor Savage ran on a platform to make Halifax the most liveable, entrepreneurial and inclusive city in the country, principles that continue to shape his work at City Hall and in the community.

On October 15, 2016, Mayor Savage was elected to a second term based on a platform of sustained progress in making the Halifax region a place where residents can live, belong and thrive. Mayor Savage is an active member of the Federation of Canadian Municipalities Big City Mayors' Caucus and a strong voice in support of local economic development, immigration, social equity, and infrastructure investment.

Prior to his election as Mayor, Mike Savage served as Member of Parliament for Dartmouth-Cole Harbour from 2004 until 2011, during which time he played a national role as Official Opposition Critic for Human Resources, Social Development and Status of Persons with Disabilities.

Mayor Savage has also had a career in business as General Manager of S. Cunard and Co., Director of Sales and Marketing for Nova Scotia Power Inc., Vice President at Knightsbridge Robertson Surette, and Vice President at M5 Communications.

Mayor Savage has demonstrated community leadership in social, health and cultural organizations, as a board member for the IWK Health Centre and Neptune Theatre, as a former President of the Heart and Stroke Foundation of Nova Scotia, and through his involvement with Junior Achievement, The Red Cross, Canadian National Institute for the Blind and the United Way.

Mayor Savage and his wife Darlene have two children, Emma and Conor, and continue to make their home in Dartmouth where Mayor Savage grew up and attended school before graduating from Dalhousie University.

AAU Members

Acadia University

acadiau.ca

Atlantic School of Theology

astheology.ns.ca

Cape Breton University

cbu.ca

Dalhousie University

dal.ca

University of King's College

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