



CAMEA CONFERENCE FOR EXECUTIVE ASSISTANTS IN LOCAL GOVERNMENT

Empowering Executive Assistants for Tomorrow

October 4-6, 2026 | Calgary, Alberta



ACKNOWLEDGING OUR CONFERENCE PARTNER

The Canadian Association of Municipal Executive Assistants proudly recognizes our valued Conference Partner.

We are grateful for the support of Canoe Procurement Group of Canada as our Gold Partner. Their continued commitment to supporting Executive Assistants and advancing the local government profession is truly appreciated.

We encourage delegates to stop by the Registration Desk to learn more about their services and how they support municipalities across Canada.

Through this partnership, we are fostering excellence, innovation, and leadership within the Executive Assistant community from coast to coast.



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GENERAL CONFERENCE INFORMATION

CAMEA's 3rd Annual National Conference for Executive Assistants in Local Government will be held from October 4-6, 2026 in Calgary, Alberta.

This event is designed for Executive Assistants and administrative professionals working in local government across Canada, including Administrative Assistants, Legislative Coordinators, Office Coordinators, Clerks/Treasurers, and any front-line or clerical staff supporting municipal senior management.

The Conference provides a collaborative space for EAs to connect, share successes, and stay ahead of the latest trends shaping the profession.



About the Conference

The Conference will be held at The Westin Calgary Hotel, conveniently located approximately 20 minutes from the Calgary International Airport.

Registration opens on Sunday, October 4, 2026, from 9:30 a.m. to 1:30 p.m., and again from 3:30 p.m. to 5:30 p.m.

Pre-Conference activities offered throughout the day include a guided hike, Foodie Tour, Sip & Paint experience, Sound Bath, and a wellness workshop.

The Conference officially begins Sunday evening with Opening Ceremonies at 5:00 p.m., followed by keynote speaker Michele Charles Gustafson, and concludes with the Welcome Reception at The Rooftop YYC.

On Monday, October 5, 2026, delegates will enjoy a full day of professional development sessions, interactive workshops, and networking opportunities, followed by our signature “Western Night” at Ranchman’s Cookhouse & Dancehall.

The Conference concludes on Tuesday, October 6, 2026, with additional sessions and an inspiring Closing Keynote delivered by internationally recognized speaker Daniel Lewis.

Participants are encouraged to plan accommodations for three to four nights, depending on travel preferences. For the full Conference experience, consider arriving on Saturday and departing on Wednesday to take full advantage of all programming and activities.

Why Attend?

- **Advance Your Career:** Build confidence, elevate your role, and strengthen your impact within your organization.
- **Stay Ahead of Emerging Trends:** Explore how technology, leadership, and innovation are reshaping the EA profession.
- **Be Inspired:** Hear from dynamic speakers and thought leaders who will challenge and motivate you.
- **Collaborate & Problem-Solve:** Engage in peer-driven sessions focused on real-world challenges and practical solutions.
- **Strengthen Leadership Capacity:** Explore pathways to grow your influence and expand your career opportunities.
- **Support Your Well-being:** Gain tools to build resilience, manage stress, and maintain balance.
- **Expand Your Network:** Connect with Executive Assistants from across Canada and become part of a strong national community.

While in Calgary, take time to experience the energy of this dynamic western city. From its vibrant downtown and rich cowboy culture to exceptional dining, local shops, and easy access to the breathtaking Rocky Mountains, Calgary offers the perfect backdrop for both professional growth and memorable experiences. Whether it’s your first visit or a return trip, there is always something new to discover.

ACCOMMODATIONS

Hotel Room Block Information

A room block has been secured at the Westin Calgary, located at 320 4th Avenue SW, the official Conference venue. Delegates are encouraged to book early to take advantage of the preferred conference rate and availability.

Room Block Details

- **Dates:** The block is available for arrivals beginning Saturday, October 3, 2026, with departures through Wednesday, October 7, 2026.
- **Extended Stays:** The group rate will be honoured for up to three days prior to October 3 and three days after October 7, subject to availability.
- **Cut-Off Date:** Reservations must be made by Friday, September 11, 2026, or until the block is sold out.



Westin Calgary

Hotel Information: Westin Calgary

- **Deposit Policy:** A deposit equal to one night's room rate plus applicable taxes will be charged at the time of booking. This deposit will be applied to the first night's stay at check-in.
- **Cancellation Policy:** Reservations can be cancelled up to 72 hours prior to arrival without penalty. Cancellations made within 72 hours of arrival will result in a charge equal to one night's room rate plus applicable taxes.
- **Room Rate:** Traditional King Rooms are available at \$240.00 per night, plus applicable taxes and fees (5% GST, 6% Tourism Levy, and 3% Destination Marketing Fee).
- **Additional Guest Fee:** An additional fee of \$30.00 per person, per night applies for each guest beyond two occupants per room.

Please visit the [CAMEA website](#) for booking details and to access the official reservation link.

CONFERENCE AIRFARE DISCOUNTS



Exclusive Airfare Discounts with Air Canada and WestJet for Conference Attendees

We are happy to confirm that for the 2026 CAMEA Conference for Executive Assistants in Local Government, Air Canada offers discounts for **North America travel: 5% applies on standard fares, and 10% on flex fares & higher.** You will need the discount code listed below to take advantage of this offer. Please visit the [Air Canada website](#) to make a booking online.

Applicable Rules

- The booking is to be made to the following City: Calgary, YYC (CA)
- The travel period begins Saturday, September 26, 2026 and ends Wednesday, October 14, 2026.
- Travel is valid Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, and Sunday.
- Discount Code: **C7FGDNB1**



For the 2026 CAMEA Conference, WestJet is pleased to offer **5% off Econo and 10% off EconoFlex and Premium fares for travel within Canada and 2% off Econo, 5% off EconoFlex and 10% off Premium base fares for guests travelling Trans-border. No discount will apply to Basic or Business class bookings.** To take advantage of this offer, you will need the discount code listed below. Please visit the [Westjet website](#) to make a booking online.

Applicable Rules

- The booking is to be made to the following City: Calgary, YYC (CA)
- The travel period begins: September 26, 2026 and ends October 14, 2026
- **Coupon Code for Guest web / Travel Agent web: 8X1S0MN. Promo Code for Travel Agent GDS only: YBW08**

TOURISM INFORMATION

Discover Calgary: Where Urban Energy Meets Western Spirit

Welcome to Calgary, a dynamic city set against the stunning backdrop of the Canadian Rockies! Known for its warm hospitality and vibrant culture, Calgary seamlessly blends modern city life with its rich western heritage. Whether you are exploring the lively downtown core or taking in the sweeping views along the Bow River pathways, Calgary offers an experience that is both energizing and unforgettable.

As one of Canada's fastest-growing cities, Calgary is home to a thriving arts and culture scene, unique neighbourhoods, and iconic attractions such as the Calgary Tower and the historic Stephen Avenue Walk. From public art installations to live music and festivals, there is something to discover around every corner.

Calgary's culinary scene continues to gain national recognition, offering everything from locally inspired cuisine and innovative dining experiences to cozy cafés and craft breweries. And of course, no visit is complete without experiencing Calgary's western roots—from line dancing and live country music to the unmistakable energy that defines this city.

With easy access to the breathtaking landscapes of the Canadian Rockies, Calgary is also the perfect starting point for those looking to extend their stay and explore Banff, Lake Louise, and beyond.

Make the most of your time during the Conference and take in all that Calgary has to offer, whether it's your first visit or a return trip, there is always something new to experience.

For more information and to plan your visit, go to: [Tourism Calgary](#)



CONFERENCE REGISTRATION INFORMATION

Delegate Program

Secure the Early Bird Rate for the Conference by registering before August 1, 2026. Registration fees are determined by individual membership in the Canadian Association of Municipal Executive Assistants (CAMEA), rather than by your municipality's membership in CAMA.

The registration fee includes the Welcome Reception, all Conference sessions, breakfasts, refreshment breaks, lunches and the Casual Night Out.

Delegate Type	Early Bird Registration by August 1, 2026 (+5% GST)	Registration Fee After August 1, 2026 (+5% GST)
CAMEA Member Rate Choose this category if you are a member of CAMEA	$\$750.00 + \$37.50 \text{ GST} =$ \$787.50	$\$850.00 + \$42.50 \text{ GST} =$ \$892.50
Non-Member Rate (Municipal) Choose this category if you are not a member of CAMEA but work for a municipality.	$\$1,150.00 + \$57.50 \text{ GST} =$ \$1,207.50	$\$1,250.00 + \$62.50 \text{ GST} =$ \$1,312.50
CAMEA Associate Member Rate Choose this category if you are an Associate CAMEA member (an individual or organization that supports CAMEA's mission but are not employed in a municipal administrative role; a not-for-profit/government academic; or for-profit/consultant.	$\$1,150.00 + \$57.50 \text{ GST} =$ \$1,207.50	$\$1,250.00 + \$62.50 \text{ GST} =$ \$1,312.50
CAMEA Retired Member Rate Choose this category if you are a retired CAMEA member.	$\$450.00 + \$22.50 \text{ GST} =$ \$472.50	$\$550.00 + \$27.50 \text{ GST} =$ \$577.50
Non-Member (Non-Municipal) Choose this category if you do not work for local government. This could include the provincial government, federal government, or a private business.	$\$1,250.00 + \$62.50 \text{ GST} =$ \$1,312.50	$\$1,350.00 + \$67.50 \text{ GST} =$ \$1,417.50

Visit the [CAMEA website](#) for full registration details and the link.

Companion Program

Companions have the option of joining delegates for the Sunday evening Welcome Reception and the Monday evening Casual Night Out. Companions are also welcome to join the Pre-Conference activities.

Activity	Cost
Welcome Reception	\$50.00 + \$2.50 GST = \$52.50
Casual Night Out	\$100.00 + \$5.00 GST = \$105.00

Important Registration Information

- If you are paying by cheque, you are not considered registered until payment is received.
- If you are attending the full Conference, the tickets to all meals and social functions are included in the delegate registration price.
- An administration fee of \$200.00 for each cancelled registration applies until August 15th, 2026. **No refunds will be issued after August 15th, 2026.** Substitutions are permitted. Please request substitutions in writing to: info@cameacanada.ca
- The deadline for registration is September 15th, 2026.
- CAMEA will take photographs and some video at the 2026 CAMEA Conference and may use them in CAMA or CAMEA news or promotional materials whether in print, electronic or other media, including the CAMA website. By participating in this event, you grant CAMEA the right to use your name and photograph for such purposes.



WELCOME MESSAGES

Greetings from the CAMEA Board Liaison.

It is a pleasure to serve as the CAMEA Board Liaison and to welcome you to this year's Conference.

This year, we celebrate an exciting milestone, the birth and continued growth of the Canadian Association of Municipal Executive Assistants (CAMEA). What began as a powerful idea has quickly evolved into a national community, supported by CAMA, that recognizes and elevates the critical role Executive Assistants play in local government.

As a Chapter Association of CAMA, CAMEA represents an important step forward in strengthening our profession. It reflects a shared commitment to ensuring Executive Assistants are supported, connected, and recognized as key contributors to the success of municipalities across Canada.

You are trusted partners, leaders behind the scenes, and essential to the effectiveness of your organizations. The work you do each day strengthens relationships, supports decision-making, and helps municipalities serve their communities with excellence.

This Conference is a reflection of that commitment—bringing together professionals from across the country to learn, share, and build lasting networks. As CAMEA continues to grow, so too does our focus on creating meaningful opportunities for connection, professional development, and recognition.

On behalf of the CAMA Board of Directors, it is my pleasure to thank you for the dedication, professionalism, and leadership you bring to your roles every day.

I hope you leave this Conference feeling inspired, supported, and proud to be part of this growing national community.

Enjoy every moment.

Lisa Niblock

CAMA Board Representative for
Newfoundland & Labrador
CAMEA Board Liaison



Lisa Niblock

WELCOME FROM THE CAMEA EXECUTIVE DIRECTOR

It is with immense pride and excitement that I welcome you to the 3rd Annual National CAMEA Conference for Executive Assistants in Local Government.

This year feels different—and incredibly special.

Following the launch of the Canadian Association of Municipal Executive Assistants (CAMEA) at last year's Conference, what began as a vision has now taken shape as a national community. A community built for you—designed to support, connect, and elevate Executive Assistants across Canada.



Jennifer Goodine

The success of that inaugural Conference in 2024 in Fredericton confirmed something I have always believed, Executive Assistants are essential leaders in local government. You are the ones who balance competing priorities, anticipate needs before they arise, and bring calm to chaos. You are the connectors, the problem-solvers, and the trusted partners that keep municipalities moving forward.

As someone who spent nearly three decades as an Executive Assistant and Office Administrator supporting a Mayor and CAO, I understand firsthand the complexity, the pressure, and the immense value of this role. That is why this Conference, and now CAMEA, hold such a special place in my heart.

This is more than professional development. This is recognition. This is community. And this is momentum.

This year's program is designed to build on that momentum—offering opportunities to strengthen your skills, expand your leadership capacity, and connect with peers from across the country who truly understand the impact you make every day.

You belong here. This is your community.

Thank you for being part of this journey as we continue to grow CAMEA—together.

I can't wait to see you in Calgary.

Jennifer Goodine

CAMA/CAMEA Executive Director

DAY ONE

Sunday, October 4, 2026

9:30 a.m. to 1:30 p.m.	Conference Registration
10:00 a.m. to 4:00 p.m.	Pre-Conference Activity: For the Adventurous: Hike in the Rocky Mountains
10:00 a.m. to 12:00 Noon	Pre-Conference Wellness Workshop: Big Audacious Boundaries: Protecting Your Energy in a World of Endless Demands (Westin)
10:30 a.m. to 2:30 p.m.	Pre-Conference Activity: For the Foodie: Calgary Farmers' Market Tour
1:00 p.m. to 3:00 p.m.	Pre-Conference Activity: For the Creative: Paint & Sip (Westin)
1:30 p.m. to 3:30 p.m.	Pre-Conference Activity: For the Soul: Sound Bath (Westin)
3:30 p.m. - 5:30 p.m.	Conference Registration
5:00 p.m. - 5:30 p.m.	Opening Ceremonies
5:30 p.m. - 6:45 p.m.	Opening Keynote: You're More Than Just the Assistant - Meaningful Outcomes. Creating Happiness. Confidence in Image Presence (Michele Charles Gustafson)
7:00 p.m. - 9:00 p.m.	Welcome Reception (The Rooftop YYC)





9:30 a.m. to 1:30 p.m. Conference Registration

Sponsored by the [Canoe Procurement Group of Canada](#)

Canoe works with municipal associations across the country. The associations work with Canoe to provide member organizations access to preferential pricing on trade-compliant purchasing programs that leverage the collective buying power of all involved. Canoe works hard to specialize in certain product areas, and has created customized programs for our membership in response to popular demand.

Choose Your Adventure: Pre-Conference Activities

Whatever recharges you, there is something on Sunday for everyone. Before the Conference officially kicks off that evening, we have lined up a handful of optional experiences for those who want to arrive early and make the most of their time in Calgary.

Whether you are drawn to the mountains, the market, a paintbrush, or a moment of stillness, there is something waiting for you.

Pre-conference activities are available as add-ons to your registration.



10:00 a.m. to 4:00 p.m.
Pre-Conference Activity: For the Adventurous: Hike in the Rocky Mountains

Included: Private return shuttle from the Westin Calgary to Kananaskis Country, and a to-go lunch (sandwich, chips, fruit, and cookie).

Cost: \$85.00 + GST

Join us for a fun and rewarding hike along the Prairie View Trail in beautiful Kananaskis Country! This hike offers stunning views, fresh mountain air, and an approachable route that's perfect for all experience levels—including those newer to hiking. We'll take our time, enjoy nature, and soak in the incredible scenery along the way.

Grab a fellow EA or join the group as we head out for a great day outdoors, exploring one of Kananaskis Country's classic trails. The hike will be led by fellow EAs Chad Verge and Krista Walliser, and it's one of their favourite hikes for good reason. Come for the views, stay for the laughs, and enjoy a relaxed and memorable adventure together!

Tentative Itinerary:

10:00 a.m.	Departure from the Westin Calgary
11:15 a.m.	Arrival at Prairie View Trail
1:00 p.m.	Arrival at the Lookout (estimated) with time for lunch and rest
3:00 p.m.	Departure from the Trail
4:00 p.m.	Return to the Westin Calgary

10:00 a.m. to 12:00 Noon

Pre-Conference Wellness Workshop: Big Audacious Boundaries: Protecting Your Energy in a World of Endless Demands

Facilitator: Daena Douglas, Cadence Wellness Consulting

Cost: \$75.00 + GST

For professionals who've spent their lives over giving, people-pleasing, and putting everyone else first—this workshop is your permission slip to prioritize yourself. Discover how boundaries are the foundation of sustainable success, deeper relationships, and genuine wellbeing. Through creative exploration and practical application, you'll learn to identify and communicate the physical, emotional, and energetic boundaries that reclaim your agency and transform how you show up in your work and life.

Key Take Away's

- **Empathy without boundaries is self-destruction.**
Your capacity to care for others depends on your ability to protect and replenish your own energy first.
- **Boundaries give you back your power.**
Understanding what you need physically, emotionally, and energetically is the foundation for moving from depletion to sustainable wellbeing.
- **How we communicate boundaries is key.**
Knowing what you need is only half the equation—learning how, when, and to whom to express your boundaries with confidence creates lasting change.
- **Agency comes from asking for what you need.**
Your ability to set and maintain boundaries isn't about being difficult—it's about honoring yourself enough to advocate for your own wellbeing.

About the Facilitator:

Daena Douglas
Cadence Wellness Consulting

Daena combines over a decade of workplace wellness expertise with cutting-edge neuroscience to help professionals master emotional intelligence. She works with public and private sector clients to translate research on nervous system regulation into actionable tools that transform resilience at work and in life. Her approach goes beyond surface-level solutions, integrating psychology, mindfulness, and somatic practices to create profound shifts in how people experience stress, emotions, and challenges - ultimately bridging the art and science of the mind-body connection for outstanding performance, leadership, and wellbeing.



Daena Douglas

10:30 a.m. to 2:30 p.m. Pre-Conference Activity: For the Foodie: Calgary Farmers' Market Tour

Included: Private return shuttle from the Westin Calgary, curated brunch, guided market tour with tastings, and all gratuities.

Maximum Capacity: 24 Participants

Cost: \$96.00 + GST

Kick off your Calgary experience with an exclusive guided brunch led by Alberta Food Tours at the Calgary Farmers' Market WEST, where local food, great stories, and good company come together.

A reserved table in the main food hall awaits for a light brunch, followed by a guided walk through the market featuring over 10 curated tastings. Along the way, your guide will share the people and passion behind Alberta's food culture. You will also take home an Indigenous-made gift and recipes from award-winning cookbook author Karen Anderson.

Tentative Itinerary:

10:30 a.m.	Departure from Westin Calgary
11:00 a.m.	Arrival at Calgary Farmers' Market West
11:00 a.m.	Tour at Calgary Farmers' Market
1:30 p.m.	Departure from Calgary Farmers' Market
2:00 p.m.	Return to Westin Calgary



1:00 p.m. to 3:00 p.m. Pre-Conference Activity: For the Creative: Paint & Sip (Westin Calgary)

Included: 11x14 canvas, easel, paints, brushes, apron, and one drink ticket (wine, beer, or beverage of your choice).

Cost: \$60.00 + GST

No artistic experience required, just bring your creative spirit and a willingness to have fun! This relaxed session takes place right at the Westin Calgary, where an experienced instructor will guide you through painting your own canvas while you settle into your Calgary experience ahead of the Conference kick-off.

It is the perfect way to get artsy, connect with fellow delegates, and leave with something uniquely yours.



1:30 p.m. to 3:30 p.m. Pre-Conference Activity: For the Soul: Sound Bath (Westin Calgary)

Included: Yoga mat, pillow, and blanket.

Cost: \$60.00 + GST

No swimming required for this one. Step away from the buzz of travel and settle into something truly restorative before the Conference begins.

Hosted right at the Westin Calgary, this guided sound bath experience by Somatika invites you to lie back, breathe, and let the sounds of crystal singing bowls, chimes, and gongs do the rest. Set in a softly lit room, the session is designed to help your mind and body release tension, reduce stress, and arrive at a genuine state of calm.

It is the perfect reset before an inspiring few days ahead.

3:30 p.m. to 5:30 p.m. Conference Registration

Sponsored by [The Canoe Procurement Group of Canada](#)

Canoe works with municipal associations across the country. The associations work with Canoe to provide member organizations access to preferential pricing on trade-compliant purchasing programs that leverage the collective buying power of all involved. Canoe works hard to specialize in certain product areas, and has created customized programs for our membership in response to popular demand.

5:00 p.m. to 5:30 p.m. Opening Ceremonies

Join us as we officially open the 3rd Annual National CAMEA Conference for Executive Assistants in Local Government.

Our Opening Ceremonies will set the tone for a dynamic and inspiring few days of learning, connection, and professional growth. This gathering brings together Executive Assistants from across Canada to celebrate the continued evolution of CAMEA and the vital role you play in local government.

The program will include opening remarks and reflections to mark the beginning of the Conference, along with a brief update on CAMEA's activities and a look ahead at the future of the Association.

Take this opportunity to connect with your peers, feel the energy of this growing national community, and begin your Conference experience with purpose.



5:30 p.m. to 6:45 p.m. Opening Keynote: "You're More Than Just the Assistant - Meaningful Outcomes. Creating Happiness. Confidence in Image Presence"

Speaker: Michele Charles Gustafson

You're the connector, the stabilizer, the person who keeps everything running, and it's time to show up loving your value.

In this hybrid keynote-workshop, Michele will help you move beyond the "just doing your job" mindset and step into using the real mechanics of confidence with her signature frameworks, so you can own your importance in any room, with anyone, at any time.

About the Speaker

Michele Charles Gustafson

Michele Charles Gustafson is an award-winning Certified Image Consultant, Certified Master Life Coach, Amazon best-selling author, and international speaker who specializes in confidence-driven leadership and expressive strategic presence.

With nearly 30 years of experience, she weaves together her Bachelor of Commerce degree from Queen's University and a background spanning strategic marketing, entrepreneurship, and executive coaching. Michele is a sought-after expert guide who equips leaders across Canada, the United States, and Australia with her practical, research-informed frameworks that strengthen credibility, communication, and influence.

Her work integrates the psychology of perception, self-leadership, and personal brand strategy to help professionals align how they think, how they show up, and how they are experienced - resulting in stronger trust, clearer messaging, and measurable performance outcomes.



Michele Charles Gustafson

Michele is the author of *Show Up Confident* and has been featured on CTV News, iHeartRadio, and as a repeat expert on CTV Your Morning. She has collaborated with respected brands such as IMAN Cosmetics and Porsche Canada on its "Drive Defines Her" campaign.

In November 2024, Michele was elected to her first term as a City Councillor in Lloydminster, Alberta/Saskatchewan, and currently sits as the only woman and the first and only person of color to be at the table; practicing what she preaches and teaches.

Her ultimate aim is to help leaders and teams build visible confidence, improve professional presence, and turn internal strengths into real impact that builds communities!

7:00 p.m. to 9:00 p.m. Welcome Reception: Here's to You, Here's to CAMEA

The Rooftop YYC

Following the Opening Keynote, join your fellow delegates for an evening that is about more than just mingling. This is a celebration. A celebration of you, of the vital role you play in local government, and of a milestone moment for our national community. This year marks the first Conference held officially under the CAMEA banner, Canada's dedicated association for Executive Assistants in local government, and that calls for a proper toast.

Just a short walk from the Westin Calgary, The Rooftop YYC is one of Calgary's most unique event spaces. Lush with greenery and sheltered under a climate-controlled roof, it offers the feeling of the outdoors without leaving anything to chance. Dressed in CAMEA's signature blues and purples, the space sets a stunning backdrop for an evening of connection and good company. A DJ will set the tone as you raise a glass and mix with EAs from coast to coast.

Cheers to you. Cheers to CAMEA. And cheers to what is ahead!

DAY TWO

Monday, October 5, 2026	
7:00 a.m. to 4:00 p.m.	Conference Registration
7:30 a.m. to 8:15 a.m.	Breakfast & Networking
8:15 a.m. to 9:15 a.m.	Plenary Session: From Chaos to Calm: Reclaim Your Day (Rhonda Scharf)
9:15 a.m. to 10:15 a.m.	Plenary Session: AI in Action for Executive Assistants: Practical Tools, Policies & Real-World Applications (Nikki Best)
10:15 a.m. to 10:45 a.m.	Refreshment Break
10:45 a.m. to 11:45 a.m.	Plenary Session: Navigating Leadership Transitions: The EA Perspective (Amanda Welsh, Stephanie Ivall, Jennifer Sparks-Zahn)
11:45 a.m. to 12:45 p.m.	Lunch
12:45 p.m. to 2:00 p.m.	Workshop: Core Motive: The Superpower to Unlock Your Human Capital (Glynis Devine)
2:00 p.m. to 2:30 p.m.	Refreshment Break
2:30 p.m. to 3:30 p.m.	Plenary Session: 5-Minute EA Game Changers: Small Practices That Make a Big Difference (Anne Cole, Dina Francis, Corinne Nielsen, Andrea Chambers, Miranda Andersen)
3:30 p.m. to 4:30 p.m.	CAMEA Hive Mind Think Tank: Real Solutions for Real EA Challenges (Glynis Devine)
4:30 p.m. to 7:00 p.m.	Free Time to Explore the Downtown
7:00 p.m. to 10:00 p.m.	Boots, Bulls & Beats: A CAMEA Country Night at Ranchman's

7:00 a.m. to 4:00 p.m.
Conference Registration

Sponsored by [The Canoe Procurement Group of Canada](#)

7:30 a.m. to 8:30 a.m.
Breakfast & Networking

8:30 a.m. to 9:30 a.m. Plenary Session: From Chaos to Calm: Reclaim Your Day

Speaker: Rhonda Scharf

Overwhelmed by Work? Break the Cycle and Reclaim Your Day in Just 1 Hour

Workloads are exploding, inboxes are overflowing, priorities are shifting hourly, and there are constant interruptions. You're busy all day but feel behind. Sound familiar? 55% of U.S. workers report burnout, and stress costs \$300B in lost productivity each year.

This isn't about working harder. It's about working smarter with proven strategies you can use immediately—even if your workload never shrinks.

What we are hearing from EAs across the country...

- "I'm busy all day—so why do I feel like I got nothing done?"
- "Everything feels urgent; I don't know where to start."
- "No time to breathe, let alone plan ahead."
- "Overwhelm is my new normal—and I'm tired of it."

What You'll Learn (Guaranteed Results)

- Break the Cycle of Overwhelm
- How to Prioritize When Everything Screams Urgent
- Boost Motivation When Drained
- Simple Strategies, Big Impact
- Protect Focus Amid Chaos
- Daily Habits That Last
- Work Smarter, Not Harder

About the Speaker:

Rhonda Scharf

Rhonda Scharf is a renowned, award-winning speaker, author, consultant, and trainer, and the "go-to" expert for the Administrative Professional and Executive Assistant community. With over 250,000 trained globally, Rhonda is known for delivering fun, uplifting, and insightful education for admins, because #ADMINSROCK!



Rhonda Scharf

Her speaking career began at age two (when her mother paid her 25 cents to be quiet for five minutes!). Humorous, engaging, and thought-provoking, Rhonda has a unique gift for turning the ordinary into something extraordinary.

Rhonda has earned the prestigious Certified Speaking Professional (CSP) designation, was inducted into the Speaking Hall of Fame (2017), and achieved her Global Speaking Fellow (GSF) designation in 2019. She is the only person in the world to hold all four of these honours, including the Spirit of CAPS Award (2008).

A long-time member of "Who's Who in Professional Speakers" since 1998, Rhonda also represents Canada at the World Administrators Alliance.

Rhonda and her husband Warren split their time between Ottawa, Canada and Fort Myers, Florida, enjoying golf, running, and a glass of wine by the pool. A top-tier traveller, Rhonda is always ready to hop on a flight to inspire and empower professionals worldwide.

Her mission is to bring her unique, fun, and relevant perspective on administration, communication, and workplace effectiveness to executive and administrative professionals everywhere.

9:15 a.m. to 10:15 a.m. Plenary Session: AI in Action for Executive Assistants: Practical Tools, Policies & Real-World Applications

Speaker: Nikki Best, Legislative Advisor, City of Port Moody, BC & Founder, Snowberry Consulting Ltd.

Artificial Intelligence is rapidly becoming part of everyday municipal operations—and Executive Assistants are often on the front lines of its use. From drafting communications and managing information to supporting leadership and improving workflows, AI presents both powerful opportunities and important responsibilities.

This highly interactive session is designed specifically for Executive Assistants in local government, focusing on how AI can be used safely, effectively, and in alignment with municipal policies and privacy requirements. Participants will explore practical, real-world applications of AI, while also gaining an understanding of key considerations such as data privacy, confidentiality, ethical use, and risk management.

Through discussion and hands-on examples, this session will help you build confidence in using AI tools in your day-to-day work, understand what to be mindful of when handling sensitive information, and support your organization in adopting AI responsibly.

Leave with practical tips, increased awareness, and the tools to navigate AI in your role with confidence and professionalism.

About the Speaker:

Nikki Best

Legislative Advisor,
City of Port Moody, BC
Founder, Snowberry
Consulting Ltd.

Nikki Best is a governance strategist and corporate administration professional with over 15 years of corporate administration and leadership experience across British Columbia's public and private sectors. As a previous Corporate Officer (Municipal Clerk) for the City of Burnaby, District of Tofino, to the Resort Municipality of Whistler, Nikki currently serves as a Legislative Advisor for the City of Port Moody while currently operating and managing Snowberry Consulting Ltd., established in 2017 to support public sector and private organizations in strengthening governance, compliance, and operational resilience with specializations in Artificial Intelligence (AI) and privacy.

Nikki holds an Honours Bachelor's Degree in Legal Studies and Human Resources Management from the University of Waterloo and an Honours Diploma in Local Government Administration from Capilano University. She is a candidate in progress toward certification as a Professional Artificial Intelligence Governance Professional and a Certified Information Privacy Professional (CIPP C), and is known for her pragmatic approach to AI adoption, policy development, and governance within the local government sector.

Through Snowberry Consulting, Nikki delivers hands on workshops and in person training for local governments, building practical capacity in governance, privacy, records management, policy development, and responsible AI use. Using relatable examples and a touch of humour, Nikki has presented on the responsible use of AI in local government for the Union of British Columbia Municipalities (2025), the Local Government Management Association of BC and its regional chapters and has developed and delivered AI policy and governance training for senior staff, boards, Corporate Officers, and elected officials. AI doesn't have to be over our heads, but it can be easily top of mind.



Nikki Best

10:15 a.m. to 10:45 a.m. Refreshment Break

10:45 a.m. to 11:45 a.m. Plenary Session: Navigating Leadership Transitions: The EA Perspective

Panelists:

- **Amanda Welsh, Executive Assistant to the CAO, Municipality of Clarington, ON**
- **Stephanie Ivall, Executive Support Advisory, City of Port Moody, BC**

Moderator: Jennifer Sparks Zahn, Executive Assistant to the CAO & Administration Lead, Office of the CAO/Administration, Niagara Region, ON

Leadership transitions are a constant in local government—whether through municipal elections or changes in CAOs and senior leadership. For Executive Assistants, these transitions can bring both opportunity and uncertainty, requiring adaptability, discretion, and strong professional judgment.

This panel brings together experienced Executive Assistants to share practical insights on navigating these shifts. From onboarding new executives and establishing trust, to managing changing expectations, communication styles, and levels of delegation, panelists will explore what it takes to succeed during periods of transition.

Join this candid and insightful discussion as we explore common challenges, lessons learned, and strategies to help you confidently support new leadership—while maintaining continuity, professionalism, and your own sense of value in an evolving environment.

About the Speakers:

Amanda Welsh

Executive Assistant to the CAO

Municipality of Clarington, ON

Amanda Welsh brings more than two decades of municipal government experience to her role supporting senior leadership. She began her career with the Municipality of Clarington as a Tourism student and has since held a variety of administrative support roles across Community Services, Planning, and the Office of the Mayor and Council.

Amanda is known for her professionalism, reliability, and calm, steady presence. She currently serves as Executive Assistant to the Chief Administrative Officer, providing high-level support to the CAO and Executive Leadership Team. She also contributes her expertise as a member of the Program Advisory Committee for the Office Administration Program at Durham College.

Amanda values authenticity, collaboration, and meaningful relationships in the workplace. Outside the office, she is a certified Reiki Master Practitioner who enjoys spending time in nature and is a proud mom to her two teenage daughters.



Amanda Welsh

Stephanie Ivall

Executive Support Advisor

City of Port Moody, BC

Stephanie Ivall is the Executive Support Advisor for the City of Port Moody, with over 13 years of progressive experience in local government. She brings a strong passion for municipal service and a deep understanding of local government functions, departments, and governance frameworks.

Throughout her career, Stephanie has provided extensive support to Mayors, Councils, City Managers, and Executive Leadership Teams, and is consistently recognized as a trusted advisor and mentor. Her experience includes supporting multiple municipal election cycles, onboarding new elected officials and senior leaders, and ensuring continuity during times of organizational change.

Stephanie is known for her professionalism, discretion, and political acumen, and for her ability to leverage institutional knowledge with evolving leadership priorities.



Stephanie Ivall

About the Moderator:

Jennifer Sparks-Zahn

Executive Assistant to the CAO & Administration Lead Office of the CAO/Administration Niagara Region, ON

Jennifer Sparks-Zahn is an Executive Assistant with over 24 years of experience providing executive-level administrative support in the public sector. She supports the Chief Administrative Officer for Niagara Region and consistently delivers strategic and operational support to senior leadership across the organization.

She participates in several internal committees and is the Team Lead for the Corporate and Local Area Municipal Executive/Administrative Assistants Group, Treasurer of the Corporate Employee United Way Committee and Co-Chair of the Regional Chair's Golf Tournament.

Recognized for her collaborative approach and commitment to excellence, Jennifer plays a key role in cross-functional initiatives that advance employee development and foster a positive corporate culture. She is also a trusted resource on accessibility legislation, offering training and guidance on the Accessibility for Ontarians with Disabilities Act (AODA) to both internal teams and external stakeholders. Her expertise in accessible documentation supports Niagara Region's dedication to inclusivity and compliance. Her leadership reflects a deep commitment to organizational effectiveness and community engagement.



Jennifer Sparks-Zahn

11:45 a.m. to 12:45 p.m.
Lunch

12:45 p.m. to 2:00 p.m.
Workshop: Core Motive: The Superpower to Unlock Your Human Capital

Speaker: Glynis E. Devine

You know how communication with some people is seamless...it's like "they get you"...while with others it's a constant uphill battle - like they hear something entirely different from what you said? Isn't that exhausting?!

Imagine if you could figure out why people do what they do. For administrative professionals, that superpower will save precious time and energy finding the right solution for those you lead/serve while engaging them to use it - quickly and easily!

Wouldn't that take half the stress out of your day? Never before has our communication and leadership effectiveness directly impacted our organization's performance. We live in a world where time IS money - and results.

Communication must be seamless and succinct...the first time.

Core Motive is a psychometric that measures "why we do what we do" and is the foundation of emotional intelligence (EQ). Your core Motive is as intrinsic as the colour of your eyes. The good news is you can learn your Core Motive - and others' - easily!

Administrative and Support professionals who understand and apply the strategies of Core Motive:

- Communicate more effectively
- Build better-quality relationships
- Provoke better, faster results
- Reduce conflict
- Foster collaboration, and
- Shift mindsets!

Primary Learning Objectives

- Improve your stakeholders through increased self-awareness
- Quick-code your executive team to improve communication and collaboration
- Leverage Core Motive to increase performance and productivity, and to nurture the best in your teams.

About the Speaker:

Glynis E. Devine
President & Chief
Empowerment Officer
She-Suite Leaders

Glynis is the one organizations hire to take their female executives to the next level. She is the President and Chief Empowerment Officer (CEO) of She-Suite Leaders, an organization of solutionists dedicated to getting more women into the C-Suite.



Glynis E. Devine

Glynis equips leaders to be more valuable...to all stakeholders.

Glynis is a Certified Speaking Professional (CSP), a designation earned from the National Speakers Association, part of the Global Speakers Federation, and held by fewer than 800 speakers worldwide.

Organizations hire Glynis so they can:

- Attract and retain top talent
- Optimize performance
- Grow exponentially – and sustainably

Glynis trains female “high potential” leaders in Saudi Arabia as part of Vision 2030. She has served on the National Board of the Canadian Association of Professional Speakers.

She is a certified virtual presenter who leads in-person and online programs, in both English and French.

Glynis leads Your Soul Journey women’s empowerment retreat – a transformational experience held in destinations around the globe.

Drawing on her experience as a Senior Sales Director in a multinational organization, she led her team to the top 25 of 350 teams in Canada.

She has personally sold more than a half million dollars’ worth of lipstick, placing her in the top 10 in Canada – twice – out of a sales force of 30,000.

She-Suite Leaders Inc. is women-owned and operated.

2:00 p.m. to 2:30 p.m. Refreshment Break

2:30 p.m. to 3:30 p.m. Plenary Session: 5-Minute EA Game Changers: Small Practices That Make a Big Difference

Sponsored by [The Canoe Procurement Group of Canada](#)

Canoe works with municipal associations across the country. The associations work with Canoe to provide member organizations access to preferential pricing on trade-compliant purchasing programs that leverage the collective buying power of all involved. Canoe works hard to specialize in certain product areas, and has created customized programs for our membership in response to popular demand.

Speakers:

- **Corinne Nielsen, Executive Assistant, Office of the CAO, Dufferin County, ON**
- **Anne Cole, Office Manager, CAO’s Office, City of Burnaby, BC**
- **Andrea Chambers, Executive Assistant to the CAO & Mayor, Town of Lincoln, ON**
- **Dina Francis, Executive Assistant to the Commissioner of Corporate Services, Niagara Region, ON**
- **Natalie Bartlett, Executive Assistant to CEO & Board, Rural Municipalities of Alberta**

Moderator: Miranda Andersen, Manager of Administration, The Canoe Procurement Group of Canada

Get ready for a fast-paced and energizing session designed specifically for Executive Assistants and administrative professionals in local government. In this rapid-fire format, CAMEA members from municipalities across Canada will share one tip, tool, or practice that has helped them become more effective, organized, and impactful in their role.

In just five minutes each, presenters will highlight practical strategies for managing priorities, supporting their Executive, navigating complex relationships, and staying ahead in a demanding environment. Paired with concise PowerPoint slides, these quick presentations will deliver real-world ideas you can take back and apply immediately.

From smart systems and technology hacks to relationship-building strategies and lessons learned the hard way, this session celebrates the creativity, professionalism, and problem-solving skills that define outstanding Executive Assistants.

Come ready to learn, be inspired, and leave with new ideas you can start using tomorrow.

About the Speakers:

Corinne Nielsen

Executive Assistant,
Office of the CAO
Dufferin County, ON

Corinne Nielsen is currently the Executive Assistant to the CAO for the County of Dufferin. She has nine years of municipal experience in administrative roles supporting the delivery of both Ontario Works and Housing Services, in addition to Office Administration. Prior to this, Corinne has worked in the field of social services supporting a spectrum of individuals, ranging from children with dual diagnoses to seniors. She graduated from Wilfrid Laurier University with an honors Bachelors degree in English and Religion & Culture. Corinne is also a Certified Change Management professional.



Corinne Nielsen

Anne Cole

Office Manager
CAO's Office
City of Burnaby, BC

Anne Cole is the Office Manager in the CAO's Office with the City of Burnaby, where she supports senior leadership, keeps complex operations moving, and somehow remembers things that were never written down. Known for her practical



Anne Cole

mindset, collaborative spirit, and low tolerance for unnecessary steps, Anne is passionate about finding smarter, simpler ways to work—especially ones that don't involve reinventing the wheel or scheduling yet another meeting. She firmly believes efficiency should save time, reduce stress, and occasionally prompt a quiet “why didn't I do this sooner?” A generous knowledge sharer with a great sense of humour, Anne brings energy, curiosity, and real world perspective to the EA community. She's excited to connect at the 2026 CAMEA Conference with fellow EAs who are ready to shake things up, rethink routines, and proudly be the game changers everyone relies on.

Andrea Chambers

Executive Assistant to
the CAO & Mayor
Town of Lincoln, ON

Andrea Chambers currently serves as the Executive Assistant to both the Mayor and CAO for the Town of Lincoln, one of the fastest growing municipalities in the Niagara Region. She has held this position for nearly a decade.



Andrea Chambers

Andrea is a highly skilled professional with a robust background in business and finance. She graduated from college in the UK with a Diploma in Business and Finance, complimented by a specialization in tourism. With extensive experience in tourism and customer service management, Andrea transitioned into municipal government in 2011 after emigrating to Canada in 2003. Since then, she has excelled in public service and community engagement.

Andrea is a valued member of the Town of Lincoln Customer Service Executive Committee and serves as an Ambassador for the Customer Service Strategy Committee, implemented in 2023. She has played a pivotal role in shaping service excellence within the organization and is a recipient of several Corporate Awards for Excellence. Andrea is also recognized for her advanced problem-solving skills and successful event planning, which have significantly contributed to the Town's initiatives. In recognition of her outstanding contributions on the Canada 150 Mural Mosaic Project, 50 Faces of Lincoln and the annual Mayor's Golf Tournament raising over \$110,000, she was awarded the Mayor's Medal.

A passionate traveler, Andrea has explored much of the world, with South America being the last continent yet to visit. Driven by a love for global cultures and languages, Andrea continues to thrive both professionally and personally, always seeking new adventures and opportunities for growth.

Dina Francis

Executive Assistant to the Commissioner of Corporate Services Niagara Region, ON

With more than two decades of experience supporting senior leaders across the public and private sectors, Dina brings a people-focused and adaptable approach to executive administration. Her background spans corporate banking, real estate, hospitality, construction, and manufacturing, giving her a strong foundation in navigating complex, fast-moving environments.

Although Dina is relatively new to the municipal sector, she has quickly immersed herself in its pace, priorities, and collaborative nature. Over the past year, she has gained meaningful insight into how municipal teams operate and how effective administrative support strengthens service delivery and community impact.

Known for staying calm under pressure, building strong relationships, and improving processes, Dina draws on experience in project management, HR, marketing, and senior executive administration. She holds a B.A. in Social Sciences and currently supports the Commissioner of Corporate Services at the Niagara Region.



Dina Francis

About the Moderator:

Miranda Andersen

Manager of Administration
The Canoe
Procurement Group of
Canada

Miranda Andersen is a seasoned administrative leader with over 20 years of experience and 14 years at the Canoe Group of Companies and the Rural Municipalities of Alberta, where she currently serves as Manager of Administration. Throughout her tenure, Miranda has held progressively senior roles and has been deeply involved in periods of significant organizational change and growth. Known for her focus on administrative excellence, organization, and people leadership, she has successfully grown her team from three to eleven professionals, building a strong, adaptable, and high-performing administrative team. Miranda brings practical insight and real-world perspective to her work and her speaking engagements.



Miranda Andersen

Natalie Bartlett

Executive Assistant to CEO & Board
Rural Municipalities of
Alberta

An experienced Executive Assistant with years of dedicated service in fast-paced public and executive environments, she brings a strong background in customer service, complex event planning, and high-level administrative support.

Throughout her career, she has successfully supported multiple elected officials and senior executives, managing competing priorities with discretion, professionalism, and attention to detail.

Known for building trusted relationships, coordinating high-profile meetings and events, and anticipating leadership needs, she is a dependable and proactive partner who helps teams operate efficiently and effectively.



Natalie Bartlett

3:30 p.m. to 4:30 p.m. CAMEA Hive Mind Think Tank: Real Solutions for Real EA Challenges (Glynis Devine)

Facilitator: Glynis E Devine

In this highly interactive, facilitated session, Executive Assistants will come together in small groups based on municipality size to tackle the real challenges they are facing in their roles today.

From navigating leadership dynamics and managing competing priorities to leveraging tools and improving workflows, this session creates space for meaningful, practical discussion with peers who understand your environment.

Guided by structured prompts and expert facilitation, participants will:

- Share real-world challenges
- Exchange practical tools and approaches
- Learn how others are navigating similar issues
- Walk away with actionable ideas they can apply immediately

This is not a panel. This is not a presentation. This is your opportunity to learn directly from one another and tap into the collective expertise of Executive Assistants from across the country.

Participants will leave with 3-5 actionable ideas they can implement immediately.

About the Speaker:

Glynis E. Devine
President & Chief
Empowerment Officer
She-Suite Leaders

For Full bio, see
[Page 22](#)



Glynis E. Devine

4:30 p.m. to 7:00 p.m. Free Time to Explore the Downtown

Take this opportunity to unwind and experience the energy of downtown Calgary at your own pace. Whether you're exploring Stephen Avenue's shops and restaurants, enjoying the vibrant culinary scene, or taking in the city's unique blend of urban charm and western hospitality, there is something for everyone. From local gems to lively gathering spots, your evening is yours to enjoy.

7:00 p.m. to 10:00 p.m. Boots, Bulls & Beats: A CAMEA Country Night at Ranchman's

Yeehaw! Trade your badge for your boots and get ready for a night that Calgary was made for.

We are heading to Ranchman's, Calgary's iconic country nightclub and favourite Stampede hot spot for over 50 years. Shuttles will depart from the Westin Calgary, so all you need to do is show up ready to have a good time.

The night has everything. Test your nerve on the mechanical bull, learn your two-step at the line dancing floor, and fuel up at the buffet before going back for more. Whether you are a seasoned country fan or just country-curious, this is the kind of night you will be talking about long after you get home.

Saddle up, CAMEA. The dance floor is waiting!

DAY THREE

Tuesday, October 6, 2026

7:30 a.m. to 1:00 p.m.	Conference Registration
7:30 a.m. to 8:15 a.m.	Breakfast
8:15 a.m. to 9:15 a.m.	Plenary Session: Stop Letting that Difficult Person Ruin Your Day: Effectively Handle Negative and Difficult People for Better Productivity and Less Stress (Beverly Beuermann-King)
9:15 a.m. to 10:15 a.m.	Plenary Session: Having a Servant's Heart: Elevating Leadership Through Support (Chad Verge)
10:15 a.m. to 10:45 a.m.	Refreshment Break
10:45 a.m. to 11:45 a.m.	Workshop: 7 Ways to Beat Burnout Without Quitting Your Job (Beverly Beuermann-King)
11:45 a.m. to 12:45 p.m.	Lunch
12:45 p.m. to 2:15 p.m.	Workshop: Navigating Governance & Political Realities: A Practical Exchange for EAs (Rhonda Scharf)
2:15 p.m. to 2:45 p.m.	Refreshment Break
2:45 p.m. to 3:45 p.m.	Closing Keynote: L.E.A.P. UP! How Executive Assistants Influence, Empower and Elevate the People They Support (Daniel Lewis)
3:45 p.m. to 4:00 p.m.	Closing Ceremonies

7:30 a.m. to 1:00 p.m.
Conference Registration

Sponsored by [The Canoe Procurement Group of Canada](#)

7:30 a.m. to 8:15 a.m.
Breakfast

8:15 a.m. to 9:15 a.m. Plenary Session: Stop Letting that Difficult Person Ruin Your Day: Effectively Handle Negative and Difficult People for Better Productivity and Less Stress

Speaker: Beverly Beuermann-King

Are difficult individuals in your workplace constantly draining your energy and derailing your day? Stop Letting That Difficult Person Ruin Your Day equips you with the tools to handle demanding people with confidence and composure. This program delves into understanding the dynamics behind challenging behaviours and provides practical strategies to diffuse tension, meet needs, and maintain control. The transformation? You'll be empowered to manage difficult encounters without losing your composure, safeguarding your mental well-being and productivity. Stop letting negativity take over—master the art of turning these challenges into opportunities for more effective communication.

About the Speaker

Beverly Beuermann-King

For over twenty years, Beverly has used her **S-O-S Principle™** with people and organizations who want to control their reactions to stress, build resiliency against life's challenges, and live healthy, successful lives.

She launched her own company, R'n B Consulting in 1995, and since then she has helped teams as a keynote speaker and trainer from a wide range of industries, including healthcare, education, government agencies, finance, and not-for-profit, to shift from stressed-out to resilient, enabling them to be more engaged, productive and healthy.



Beverly Beuermann-King

Beverly's psychology, sociology, management, and adult education background combine to create her **Work Smart Live Smart presentations**, which are soundly based in research, and are enlightening and inspirational. Audiences discover the right strategies to improve their health, manage their challenges, and enhance their life's satisfaction using her three simple questions.

Beverly is a sought-after **media** spokesperson, along with being a keynote speaker and trainer, and has represented high-profile brands such as Expedia.ca, TD Insurance and P&G. She has made over 500 television and radio appearances on shows such as City TV and CBC, and in national publications from the Toronto Star newspaper to Chatelaine magazine. As a highly respected keynote speaker and facilitator, Beverly is one of less than seventy-five Canadians to have earned their **Certified Speaking Professional designation** and is the first Canadian to have earned her double CVP (Certified Virtual Presenter).

9:15 a.m. to 10:15 a.m. Plenary Session: Having a Servant's Heart: Elevating Leadership Through Support

**Speaker: Chad Verge, Executive Assistant,
Community Safety & Social Services, City of
Airdrie, AB**

Servant Leadership for Executive Assistants goes far beyond fetching coffee or managing calendars. In this fun, interactive session, we'll explore what it truly means to lead by serving. It involves working behind the scenes, anticipating needs, and making our boss' job easier before they even ask. We'll talk about trust, confidence, delegation, and how having a servant's heart doesn't diminish your value, it multiplies it. Come ready to reflect, laugh, and leave with practical ways to strengthen your impact and elevate the partnership with your executive.

About the Speaker

Chad Verge

Executive Assistant
Community Safety &
Social Services
City of Airdrie, AB

Chad Verge is a 53-year-old husband of 31 years, proud dad to two daughters, and legendary Granddude to one grandson—because “Grandpa” sounds like it needs a nap. When he’s not working out, he’s in the mountains, grinding out another summit or disappearing on multi-day backpacking trips. Focused, determined, and refreshingly direct, Chad tackles life the same way he tackles trails: head down, steady pace, no excuses. Straightforward, strong, and always moving forward.



Chad Verge

Feeling overwhelmed, exhausted, and stuck in a cycle of burnout without sacrificing your career? Burnout affects not only your energy but also your health, happiness, and performance. The constant pressure can lead to exhaustion, health issues, and strained relationships—but quitting isn’t the only option. In *7 Ways to Beat Burnout - Without Quitting Your Job*, you'll learn to recognize burnout triggers, spot early warning signs, and implement actionable steps to reclaim your energy and well-being. With the S-O-S Principle™ and personalized strategies, you'll transform your ability to thrive under pressure and achieve a healthier work-life balance.

About the Speaker:

Beverly Beuermann-King

See Bio, [Page 27](#)



Beverly Beuermann-King

10:15 a.m. to 10:45 a.m. Refreshment Break

10:45 a.m. to 11:45 a.m. Workshop: 7 Ways to Beat Burnout Without Quitting Your Job

Facilitator: Beverly Beuermann-King



11:45 a.m. to 12:45 p.m.
Lunch

12:45 p.m. to 2:15 p.m.
**Workshop: “Navigating
Governance & Political Realities: A
Practical Exchange for EAs”**

Facilitator: Rhonda Scharf

Join us for an engaging and fast-paced workshop designed to tap into the collective knowledge of Executive Assistants from across the country, with a focused lens on municipal governance and political acumen.

In this interactive session, you will rotate between tables, each centred on a different “hot topic” relevant to the EA role—ranging from navigating Council and senior leadership dynamics, maintaining neutrality, managing sensitive information, and supporting decision-making processes in complex political environments.

Share your own experiences, gather practical tips, and hear fresh perspectives from peers who understand the realities of working at the intersection of governance, politics, and administration.

The session will wrap up with a collaborative debrief, highlighting key takeaways and actionable insights you can bring back to your organization.

About the Speaker:

Rhonda Scharf

See bio,
[Page 18](#)



Rhonda Scharf

2:15 p.m. to 2:45 p.m.
Refreshment Break

2:45 p.m. to 3:45 p.m.
**Closing Keynote: L.E.A.P. UP! How
Executive Assistants Influence,
Empower and Elevate the People
they Support**

Speaker: Daniel Lewis

In this energizing, insight-packed keynote, international speaker and storyteller Daniel Lewis delivers a powerful reframe of influence for Executive Assistants working at the highest levels of municipal government. This session is designed specifically for EAs who lead from beside, behind, and often ahead without always having formal authority.

L.E.A.D. UP is about learning how influence really works inside organizations. It's about building trust before you need it, confidently bringing ideas forward, navigating change, and strengthening the relationship with your Executive in a way that creates clarity, momentum, and mutual respect.

Blending real-world stories, humour, and immediately usable tools, Daniel helps Executive Assistants recognize the power they already have and shows them how to use it intentionally, professionally, and authentically.

Key Takeaways:

- Learn the Leader: Practical tools to understand your executive's style, pressures, and communication rhythms so collaboration becomes easier and more effective.
- Earn Influence Through Trust: How to build credibility, confidence, and trust before the high-stakes moments and why this changes everything.
- The Power of Personality: How to use your presence, tone, and energy to influence upward and make your ideas land.

About the Speaker

Daniel Lewis

Author, entrepreneur, and international keynote speaker Daniel Lewis is the proud founder of the award-winning tea company T By Daniel. Daniel helps people and organizations adopt a more human-centric approach to business, leadership, and life.

Dubbed "Human Caffeine" for his stage presence, his people-first outlook and bold, experiential business tactics have earned him national recognition and numerous accolades, including the 2014 Young Entrepreneur of the Year, 2016 Business Excellence Award, 2017 Top 40 Under 40 Entrepreneurs, and most recently, the 2025 Smart Speaker Award for "Best of the Stage!".

From startup and tech stages in Estonia, to customer service and sales summits in the UK, to inspiring audiences for global powerhouses like Forbes in Dubai, Daniel's voice has resonated across the world. Along the way, he's even shared the stage with award-winning artists like Pitbull, blending business with culture in unforgettable ways.

Daniel's success with his retail tea brand has also landed him the rare honour of serving His Majesty King Charles III during his 2017 Royal Tour to Canada. Whether serving tea to a King or ideas to a crowd, Daniel's gift is creating unforgettable moments of connection



Daniel Lewis

3:45 p.m. to 4:00 p.m. Closing Ceremonies

Join us as we wrap up three impactful days of learning, inspiration, and connection at the CAMEA Conference in Calgary. We'll come together one last time to celebrate the friendships made, the knowledge gained, and the incredible contributions of Executive Assistants across the country. Let's close out the event on a high note and send you home feeling empowered, appreciated, and ready to continue making a difference.



**CAMEA CONFERENCE FOR
EXECUTIVE ASSISTANTS
IN LOCAL GOVERNMENT**

Questions?

Contact Jennifer Goodine, CAMEA/CAMA
Executive Director at **1-866-771-2262** or
info@cameacanada.ca

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Early Bird Pricing!

**JOIN US NEXT YEAR IN ST.
JOHN'S, NEWFOUNDLAND!**

Save the dates: **October 3-5, 2027 (Delta St. John's)**

CAMEA  ACAEM