

Commitment to Opportunity,
Diversity & Equity

CODE CONFERENCE

Take Conversation to Action

May 26, 2022

SELF-REFLECTION ACTIVITY BOOK

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#CODEConference #CODEThoughts



Program Sponsor: **bdc***

Event Schedule

7:30 a.m. Registration, Breakfast, Networking and Exhibitor Booths

8:25 a.m. Welcoming Remarks

Hosted by: Liz Choi, Chair of the Board of The Winnipeg Chamber of Commerce and CEO of Education Canada Group

8:44 a.m. **Session 1: Breakfast Keynote – The Business Case of Inclusion**

Sponsored by:

- Assiniboine Credit Union
- Canada Life
- University of Winnipeg

9:27 a.m. Wellness Break

9:45 a.m. **Session 2: The Evolving World of DEI: A Conversation About How The Workplace and Workforce is Changing**

10:27 a.m. Wellness Break

10:44 a.m. **Session 3: Self-Reflection Workshop**

11:39 a.m. Wellness Break

12:05 p.m. Lunch Service

12:45 p.m. **Session 4: Luncheon Keynote – The Mental Health of Diversity, Equity and Inclusion**

Sponsored by:

- Bell MTS
- St. John Ambulance

1:35 p.m. Wellness Break

1:45 p.m. **Session 5: Breakout Rooms – Round 1**

- 5A: Decentering Whiteness in DEI Work (Introductory)
- 5B: The Significance of Storytelling (General)
- 5C: The Role of Procurement in Community Building (Advanced)

2:30 p.m. Wellness Break

2:45 p.m. **Session 6: Breakout Rooms – Round 2**

- 6A: Accessibility in the Workplace (Introductory)
- 6B: Recruiting and Retaining Diverse Teams (General)
- 6C: Data Analysis – Evaluating your DEI strategy (Advanced)

3:30 p.m. Networking Reception

4:30 p.m. Conference Ends



Message from Liz Choi

Chair, Board of Directors,
The Winnipeg Chamber of Commerce
CEO of Education Canada Group

Thank you so much for joining us here at our first CODE Conference and for being part of this movement.

As diversity, equity, inclusion and reconciliation has become a focal point for businesses and the wider community, it seems like we are constantly learning about different facets, deeper layers, and new issues; issues that have always been there but now are coming to light for a majority of people.

That's why it's so important that we stay connected and have a strong community where we can learn from each other, share perspectives and methodologies, and work together to create action.

It also takes a certain amount of vulnerability and bravery so that we can take in others' truth, not as opposition to what we thought we knew or what we were taught, but as an opportunity to create equity and remove barriers for others.

So thank you for being here, and bringing with you your knowledge, passion, vulnerability and courage.

We are so fortunate to hear from leaders in our Winnipeg community today who will share their expertise, stories, and tactics to help us all advance our work in this area – I know my notebook will be full of inspiration and ideas!

I am honoured to be part of this day and to share this experience with all of you.



Message from Loren Remillard
President & CEO
The Winnipeg Chamber of Commerce

Commitment must be paired with action to be meaningful. It is why your Chamber is pleased to be presenting our first Annual CODE (Commitment to Opportunity, Diversity and Equity) Conference, offering tangible steps to advance your commitment to diversity, equity, and inclusion (DEI).

Here at The Chamber, we are taking this journey with you.

After nineteen months of engaging, listening, and researching, we officially launched our CODE programming to the community in October. Now, in May 2022, we gather together at our first CODE Conference– what a moment.

Internally, we are doing the work too. With our two full-time staff dedicated to our internal and external DEI work, we are continuing to work towards ensuring all of our internal practices are inclusive and equitable.

That's why today's conference is so important. It's an opportunity for us to come together for a full-day journey of learning through engaging presentations from top voices in the DEI community, hands-on facilitated workshops, and the opportunity to learn, connect, and grow with the community.

So thank you for being here. Thank you for taking this opportunity to make a change within your organization. And thank you for believing in CODE.



Message from Sanjana Vijayann
Manager of Diversity & Inclusion
The Winnipeg Chamber of Commerce

To the Chamber community - Thank you for being here today and thank you for leading the charge in pursuit of an inclusive and equitable Winnipeg.

After 2+ years of research, and community consultations we launched CODE during our Annual General Meeting in October 2021. Since then, we have curated DEI resources on our CODE Resource Hub, launched a talent portal called the Newcomer Employment Hub, created a collective movement through the CODE Coalition and hosted 10 different events specific to diversity, equity and inclusion topics.

I am blown away with the response to each of these programs.

I am endlessly grateful to do this work alongside you all, and I thank you for your sense of continuous learning, for your open hearts and minds, and for doing the hard work!

We welcome you to our first annual CODE Conference. We have taken a different approach with this conference printed program. While yes, it does include an agenda for the day, and allows you to get to know the speakers, we also designed the program to guide you through a reflective experience through the day.

Imagine you are in a workshop and you hear something totally new that completely shifts the way you are used to doing things. You might feel excited, or overwhelmed or energized! Reactions like this are normal and are sure to come your way today. So having space to continuously reflect, and jot down thoughts or big ideas can help you gain a deeper understanding of what is being presented, make space for big emotions, or simply put a pin in things until later.

In the next few pages, you will see the outline for the day and get to know your speakers. Following that, you will find a fun crossword puzzle and a word search that you could use to inject some fun into your day! And for those reflections that are sure to happen, you have the rest of the notebook.

So flip through, set your intention for the day, jot down your highlights and the things you learn along the way. Engage deeply and with an open mind. And don't forget to revisit your reflections after today. Some of these thoughts might bring big changes or revelations later on.

We hope you enjoy the day and if you would like to get in touch with me to learn more about CODE and how your organization can get more involved, please reach out to me at svijayann@winnipeg-chamber.com.

Agenda

7:30 a.m. Registration, Breakfast, Networking and Exhibitor Booths

8:25 a.m. Welcoming Remarks

Hosted by: **Liz Choi**, Chair of the Board of The Winnipeg Chamber of Commerce and CEO of Education Canada Group

8:44 a.m. **Session 1: Breakfast Keynote - The Business Case of Inclusion**



Keynote Speaker: **Rosemary Sadlier**
Founder of Black Canadian Network

Globalization, technological disruption and shifting demographics is rapidly changing our workforce. How do we futureproof our business now and attract, engage and retain high-quality and diverse candidates? Keeping in mind, yes, hiring diverse teams is important but inclusive and equitable workplaces that support them is key. Join us during Black History Month to hear from Rosemary Sadlier, a key influencer in bringing Black History Month to Canada in 1995.

Sponsored by:



9:27 a.m. Wellness Break

9:45 a.m. **Session 2: The Evolving World of DEI: A Conversation About How The Workplace and Workforce is Changing**

Panelists:

- **Manny Atwal**, CEO of Manitoba Liquor And Lotteries
- **Amanda Kinden**, Founder and Owner of Oh Doughnuts
- **Larry Vickar**, President of Vickar Auto Group

Moderated by:

- **Denise Tardiff**, Manager, Manitoba Collaborative Indigenous Education Blueprint

Our CEO panelists will engage in a candid conversation about their efforts to embed diversity, equity and inclusion policies and practices into their workplaces. As leaders leading in DEI, they will share their expertise and predictions for the future of diversity, equity and inclusion strategies.

10:27 a.m. Wellness Break

10:44 a.m. **Session 3: Self-Reflection Workshop**

Facilitated by:

- **Jessica Praznik**, Project Manager at Immigration Partnership Winnipeg
- **Kathleen Vyrauen**, Project Manager at Immigration Partnership Winnipeg
- **Craig Brown**, Research Consultant at University of Manitoba

This is your opportunity to engage with other attendees at the conference, and partake in a facilitated reflection exercise on your organizational progress in adopting and implementing DEI practices. The workshop will also offer opportunities for an exchange of ideas and best practices among everyone in the room.

11:39 a.m. Wellness Break

12:05 p.m. Lunch Service

12:45 p.m. **Session 4: Luncheon Keynote –
The Mental Health of Diversity, Equity and Inclusion**



Keynote Speaker: **Dr. Rehman Abdulrehman**
Clinical Psychologist and Owner of Lead with Diversity

The long-term implications of the pandemic on mental health is unmeasurable. The need for belonging and connection, especially in the workplace, is as strong as it's ever been. How can you as a leader foster a safe space for your people where they feel valued, healthy and at their best? During this talk, Dr. Rehman Abdulrehman, will walk you through how you can lead your team with true inclusive leadership.

Sponsored by:



1:35 p.m. Wellness Break

1:45 p.m.

Session 5: Breakout Rooms – Round 1

Attendees choose either 5A, 5B or 5C. Audio recordings and summaries of all breakout rooms will be available to all attendees post-event.

INTRODUCTORY

Session 5A: Decentering Whiteness in DEI Work

Keynote Speaker: **Dr. Rehman Abdulrehman**

Clinical Psychologist and Owner of Lead with Diversity

Employees often find themselves changing their way of being to meet a standard for professionalism that was set for a very specific type of person – usually white, male and able-bodied. As we incorporate DEI policies and practices into our workplace to disrupt these norms and pursue inclusion, we must be mindful that it is inclusion we are working towards and not assimilation.

GENERAL

Session 5B: The Significance of Storytelling

Speaker: **Dorota Blumczynska**

Executive Director of The Manitoba Museum

Stories transmit knowledge in a way that few other mediums can. They have the power to impart wisdom, to evoke emotions, to amplify and honour lived experiences. Through stories we can enter into dialogue with the past, we can contest history, question assumptions, and challenge narratives.

ADVANCED

Session 5C: The Role of Procurement in Community Building

Panelists:

- **Jessica Floresco**, General Manager, Mother Earth Recycling
- **Johanna Haines**, Business Enterprise Manager, New Directions for Children, Youth, Adults and Families Inc.
- **Brendan Reimer**, Strategic Partner, Values Based Banking, Assiniboine Credit Union

Moderated by:

- **Michael Barkman**, Manitoba Network Manager, Canadian CED Network

Social Procurement presents a significant opportunity for businesses to drive toward success through greater emphasis on inclusion, diversity, and equity in both their own procurement strategies and in fulfilling government contracts. This session is a discussion with purchasers and suppliers who have adopted and responded to social procurement.

2:30 p.m.

Wellness Break

2:45 p.m.

Session 6: Breakout Rooms – Round 2

Attendees choose either 6A, 6B or 6C. Audio recordings and summaries of all breakout rooms will be available to all attendees post-event.

INTRODUCTORY

Session 6A: Accessibility in the Workplace

Speakers:

- **Ashley Nemeth**, Provincial Director Saskatchewan and Manitoba, CNIB
- **Erika Vas**, Senior Policy Analyst at Province of Manitoba Accessibility Office

During this workshop, learn from experts in the area of workplace accessibility on how we can best prepare to hire, and retain people with disabilities. Additionally, attendees will dive in deeper into the Accessibility for Manitobans Act to understand their responsibilities to comply with it.

GENERAL

Session 6B: Recruiting and Retaining Diverse Teams

Panelists:

- **Patricia Lane**, Partner at Taylor McCaffrey
- **Dodie Jordaan**, Executive Director at Ka Ni Kanichihk Inc.
- **Dr. Zita Somakoko**, CEO of StratHR Solutions

Moderated by:

- **Sanjana Vijayann**, Manager of Diversity and Inclusion at The Winnipeg Chamber of Commerce

The “Great Resignation” has been spoken of as the great liberation where employees are choosing to leave workplaces where they feel undervalued or unrecognized. Hear from panelists on how you can reinvent your hiring processes, connect with local organizations, and foster meaningful community relationships that will directly impact your recruitment efforts.

ADVANCED

Session 6C: Data Analysis – Evaluating your DEI strategy

Speaker: **Dr. Aynslie Hinds**

Senior Research Associate at The University of Winnipeg

Starting with a brief introduction of evaluation, this workshop will explain how proper data collection and evaluation can help us to understand if we are “moving the needle” with respect to DEI initiatives. Additionally, attendees will be provided with a framework, and a 7-step process for developing an evaluation plan for a DEI initiative.

3:30 p.m. Networking Reception

4:30 p.m. Conference Ends

Resources For Your Organization

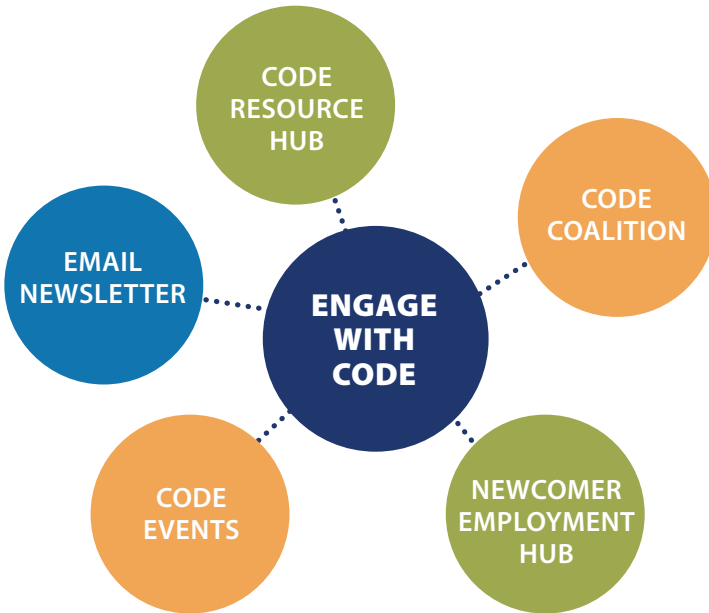
CODE is a Community Movement

CODE is a Winnipeg Chamber program and movement guided by a diverse group of local community leaders and organizations that are dedicated to creating more inclusive workplaces.

CODE offers businesses access to credible online resources and tools, leadership workshops, educational conferences, opportunities for peer-learning and more.

Visit: winnipeg-chamber.com/code

How can your organization engage with CODE?



As one of the founding groups of CODE it has been a true honor to be part of the process and help make the business community a better place. We at Pride Winnipeg look for the day that equality is there for all and CODE is the building blocks for that effort.

Barry Karlenzig, President, Pride Winnipeg



CODE Programs



EXPAND LEARNING ON OUR CODE RESOURCE HUB
You have access to the online CODE Resource Hub, an eLibrary that contains DEI resources, learning materials, reports, research articles, and more. All employees can access this resource online.



SIGN UP FOR OUR EMAIL NEWSLETTER
Want to receive resources through email? Sign up for our monthly CODE newsletter.



ENGAGE WITH THE COMMUNITY
Attend a virtual CODE 101 to learn more about CODE, ask questions and hear from guest speakers. CODE 101s are hosted monthly. Stay tuned for the 2022/23 CODE event lineup coming soon.



MAKE THE COMMITMENT: CODE COALITION
As a CODE Coalition member, you are invited to join the CODE Coalition which is a group of fellow organizational leaders who share your commitment to furthering diversity, inclusion, and equity in the workplace.



POST YOUR JOB ON THE NEWCOMER EMPLOYMENT HUB
The Newcomer Employment Hub (the Hub) is an innovative online job tool that creates quality job matches between newcomer job seekers and Manitoba employers. The Hub's smart AI technology provides employers with top newcomer candidates that best match their job description and needs.

Title Sponsors - Breakfast Keynote



Title Sponsors - Lunch Keynote



Program Sponsor



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Our Speakers



ROSEMARY SADLIER | Founder of Black Canadian Network

Rosemary Sadlier OOnt (Order of Ontario) is a social justice advocate, researcher, writer, consultant, and international speaker on Black History, anti-racism, and women's issues. She is the past President, serving for 22 years as the unpaid leader of the Ontario Black History Society. She was the driving force of the secured commemoration of February as Black History Month at all levels of government.



MANNY ATWAL | CEO of Manitoba Liquor And Lotteries

Manny has been in the role of President and CEO of Manitoba Liquor & Lotteries since Nov 2019. Prior to that, he spent 26 years at StandardAero in various executive roles. He is also on the Board of the Associates of the University of Manitoba.



AMANDA KINDEN | Founder and Owner of Oh Doughnuts

Amanda has enjoyed creating in various forms for many years. For the last 15 years or so Amanda has focused her creative energy on baked goods, resulting in the establishment of Oh Doughnuts in 2014. She has a Business Diploma from Red River and an Environmental Studies Degree from the University of Winnipeg.



LARRY VICKAR | President of Vickar Auto Group

Larry heads up the Vickar Automotive Group which includes six franchised dealerships and employs over 350 Manitobans. Two of many honours received over the years include recognition from The Winnipeg Chamber for contributions to the community and the Canadian Race Relations Foundation's special award for promoting harmonious race relations in Canada.



DENISE TARDIFF | Manager, Manitoba Collaborative Indigenous Education Blueprint

Denise is a proud Franco-Michif member of the Red River Metis Nation who knows firsthand that education can be the key to opening doorways. As Manager of the Manitoba Collaborative Indigenous Education Blueprint, Denise works collaboratively across Manitoba's post-secondary institutions, in consultation with Indigenous communities, and with external stakeholders to form partnerships that will increase opportunities for Indigenous students.



JESSICA PRAZNIK | Project Manager at Immigration Partnership Winnipeg

Jessica has been working with immigrant and refugee communities for over nine years, in a variety of capacities from front line, research and administrative positions. Today she oversees Immigration Partnership Winnipeg's civic engagement, employment and anti-racism projects. She holds a Masters of Public Policy and Administration from Ryerson University and Bachelor of Arts in Political Science from the University of Winnipeg.



KATHLEEN VYRAUEN | Project Manager at Immigration Partnership Winnipeg

Kathleen came to Canada at the age of four, immigrating from Georgetown, Guyana with her family. She holds a Bachelor of Arts degree in Human Rights and Global Studies from the University of Winnipeg and began her career working with newcomer, immigrant, and refugee communities almost ten years ago. Kathleen has worked in varying capacities from frontline service delivery to administration and management within the sector.



CRAIG BROWN | Research Consultant at University of Manitoba

Craig is a research assistant with the University of Manitoba, and also provides sport psychology services to the UofM's women's soccer team as well as through the Canadian Sport Centre Manitoba. Craig's research has primarily focused on the lived acculturation experiences of newcomer athletes, and works with newcomers in the sport setting. He has also contributed to projects exploring anti-racism in sport in Winnipeg, and an organizational equity, diversity, and inclusion reviews.



DR. REHMAN ABDULREHMAN | Clinical Psychologist and Owner of Lead with Diversity

A clinical and consulting psychologist, Dr. Abdulrehman is lauded as a “beguiling storyteller, gifted speaker, and subject matter expert on inclusion and diversity,” as well as “an emerging force on leadership and cultural diversity.” Dr. Rehman Abdulrehman has a well-honed ability to catalyze insight-oriented change through powerful storytelling and practical psychology that sticks with people.



DOROTA BLUMCZYNSKA | Executive Director of The Manitoba Museum

Dorota is the Chief Executive Officer of the Manitoba Museum, a provincial cornerstone institution which celebrates our community's human and natural histories, space, the skies, and science. Born in Poland, her family arrived in Canada as Privately Sponsored Refugees in 1989. Dorota has dedicated her life's work in service to our communities, to celebrate our shared humanity, and to create a world that is just and peaceful for all.



JESSICA FLORESCO | General Manager of Mother Earth Recycling

Mother Earth Recycling is an Indigenous For-Profit Social Enterprise in Winnipeg. At MER, Jessica and her team create meaningful change in the community by providing work based on empathy, compassion, and innovation, for people, the environment, and the local economy. Jessica currently sits on the Board of The Winnipeg Chamber of Commerce and the Indigenous Chamber of Commerce.



JOHANNA HAINES | Business Enterprise Manager,
New Directions for Children, Youth, Adults and Families Inc.

During her tenure at New Directions, Johanna created a social enterprise hub and framework which was instrumental in achieving the organization's social enterprise goals and providing the opportunity for many of the organization's diverse clients to succeed in meaningful roles. She holds a 4-Year BBA from the University of Winnipeg and Lean Six Sigma Yellow Belt, which she enjoys utilizing for the ongoing development of social enterprise within the organization.



BRENDAN REIMER | Strategic Partner, Values Based Banking,
Assiniboine Credit Union

Brendan is the Strategic Partner of Values-Based Banking at the Assiniboine Credit Union, where he works to integrate and embed the principles and practices of values-based banking into ACU's core functions and daily work. Brendan also provides national leadership as the co-chair of the Canadian Credit Union Association's Community Impact Committee. Building on a previous role as the Manitoba Regional Director at the Canadian CED Network, Brendan is a passionate educator and organizer dedicated to creating inclusive, fairer, and more sustainable economies and communities.



MICHAEL BARKMAN | Manitoba Network Manager,
Canadian CED Network

Michael is a life-long Winnipegger, based in Treaty 1 Territory. He is the Network Manager for the Canadian Community Economic Development Network. Caring deeply about social, economic, and climate justice, Michael's work focuses on capacity building, providing member learning opportunities, and leading collective advocacy to advance CED and support members' work. Michael has a Bachelor of Arts in Political Science and Urban & Inner City Studies from the University of Winnipeg, is the former chair of Make Poverty History Manitoba coalition, and former interim Executive Director of the Manitoba Association for Rights & Liberties.



ASHLEY NEMETH | Provincial Director Saskatchewan & Manitoba, CNIB

Ashley is a vocal advocate that has been working with CNIB for 5 years. She is a leader in the sight loss community working provincially and nationally to change what it is to be blind today. She is a mother of 3 and guide dog user.



PATRICIA LANE | Partner at Taylor McCaffrey

Patricia Lane practices predominantly collaborative family law and often advises on pension issues that arise upon relationship breakdown. She is named in the 2022 Canadian Legal Expert Directory as a leading lawyer in Family Law and was one of the 50 women awarded the national Lexpert Zenith Award. She has a long history of advocating for equality issues, including being the lead counsel on the equal marriage case for Manitoba. She chairs the DEI Committee for Taylor McCaffrey.



ERIKA VAS | Senior Policy Analyst at Province of Manitoba
Accessibility Office

Erika is a development practitioner with a history of working in private & public sectors, focusing on human & Indigenous rights, community-driven work, housing & houselessness, & sustainable development.



DODIE JORDAAN | Executive Director at Ka Ni Kanichihk Inc.

Dodie has a BA with a minor in Native Studies and a major in Psychology and is Métis, First Nations with Pimicikamak Cree Nation, as well as of European descent. Dodie has extensive experience in community development and revitalization including conducting a community-wide engagement in The Pas, working with a committee of volunteers to incorporate and start The Pas Community Renewal Corporation, and implementing all the structural and operational needs required to get a non-profit organization up and running.



DR. ZITA SOMAKOKO | CEO of StratHR Solutions

As a global HR, DEI leader and a woman of colour, Deborah-Zita uses her platform and influence to train, educate and share her thoughts on diversity and inclusion, gender-based violence, and HR practices. Deborah-Zita has always enjoyed helping others. In fact, StratHR Solutions Inc., her consulting firm is a training ground for new HRM graduates and uses part of her business earnings to support survivors and victims of domestic violence and their children.



SANJANA VIJAYANN | Manager of Diversity and Inclusion at
The Winnipeg Chamber of Commerce

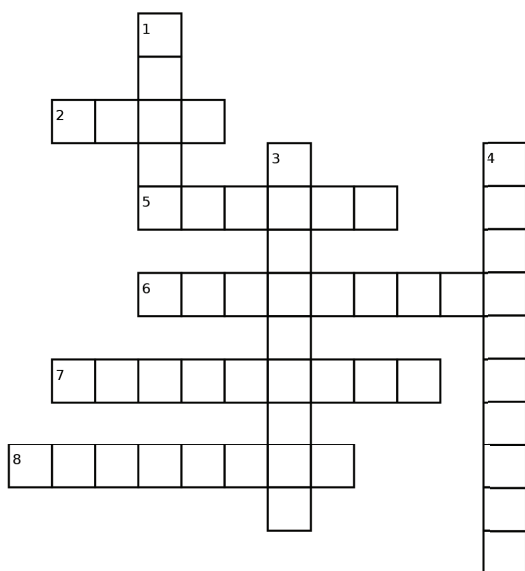
Sanjana's education is in Economics and Political studies. This, coupled with lived experience as a newcomer to Canada and years working in non-profits, she is particularly interested in understanding why inequities exist, the systemic barriers that exist, and what we can do to create a more equitable world. Through her work creating and implementing diversity, equity and inclusion strategies, she seeks to question, reimagine and redesign systems and practices around us to create a culture that welcomes everyone.



DR. AYNSLIE HINDS | Senior Research Associate at
The University of Winnipeg

Aynslie is a Senior Analyst in the Office of Institutional Analysis at the University of Winnipeg. She also coordinates the new Certificate in Applied Psychology. Her positions allow her to combine her passion for working with organizations, supporting them with their data, research, information, and evaluation needs, and love of teaching and mentoring students. Aynslie completed her BSc and BAH degrees at the University of Winnipeg, majoring in Statistics, Mathematics, and Psychology, and has a MSc and PhD in Community Health Sciences from the University of Manitoba.

Crossword Puzzle



DOWN:

1. June is all about this month!
3. Dr. Rehman always leads with this
4. What's the opposite of rejection?

ACROSS:

2. Equal to all
5. Vs. Equality
6. You'll need to get some balloons, candles and a cake for this!
7. A place for everyone
8. Vs. equity

Word Search



DATA
DIVERSE
CODE
RETAINING
COMMUNITY
NETWORK
EVALUATION
ACCESSIBILITY
MENTAL HEALTH
INCLUSION

Self Reflection + Notes

Below you will find five prompt questions and space to write your answers. We encourage you to fill out the pages and reflect on your day.

Win a \$100 Winnipeg Prize Pack:

Get on social media and share how you are taking in the day and get entered to win!

 @thewpgchamber

 @wpgchamber

 @wpgchamber

Two ways to enter:

1

- Answer one of the below prompt questions
- Snap a picture of your response
- Share the image on social media using the hashtag #CODEThoughts and tag The Winnipeg Chamber!

OR

2

- Snap a picture at a session
- Post on social media with a caption sharing what you are learning
- Include the hashtag #CODEThoughts and don't forget to tag The Winnipeg Chamber

1. What does CODE (Commitment to Opportunity, Diversity and Equity) mean to you?

START OF DAY

2. Set your intention for the day.

3. What would make today's conference great?

END OF DAY

4. What was the highlight of your day?

5. What are three things you learned at today's conference?

1.

2.

3.

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As the bank for Canadian entrepreneurs,
we are proud to contribute to the success
of this event.

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