

The forecast calls for gains?



fifteenth crystal anniversary

Monday, May 14, 2012

Fairmont Waterfront Hotel, Vancouver, BC

Keynote Address by Amanda Lang

Senior Business Correspondent, CBC News

PEAK Awards:

Lifetime Achievement Excellence in the Private Sector Excellence in the Public Sector Community Legacy Rising Star



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Who are we?

The Association of Women in Finance (the “AWF”) is a group of finance professionals dedicated to supporting the advancement of women in finance.

We are executives, bankers, lawyers, accountants, investment professionals, actuaries, venture capitalists, insurers, and entrepreneurs. We are employed in both industry and public practice in a wide range of industries and company sizes.

Quite simply, we exist to encourage women finance professionals to claim their seats at boardroom tables.

How do we do it?

Since 1996, we’ve been providing a forum for the discussion of issues, a place to exchange and develop business knowledge, and to honour successes.

By involving, connecting and developing women in the business community through events like our Economic Update, Real Estate Forum, Fireside Chats and Holiday Party.

By recognizing, through the annual AWF PEAK Awards, women who have broken down barriers in the finance industry and achieved excellence.

By encouraging young women to enter the finance field through our scholarship program.

Why do we do it?

Women have proven themselves to be successful and dynamic business and finance leaders. But, we are a long way from equal representation.

According to a recent report focused on Financial Post 500 public companies (<http://www.catalyst.org/press-releases/5/0>):

- * The percentage of women holding senior officer positions increased less than one percentage point over two years, from 16.9 percent in 2008 to 17.7 percent in 2010.
- * Women senior officers held 6.2 percent of top earner positions—up less than one percentage point from 5.6 percent in 2008.
- * In both 2008 and 2010, more than 30 percent of companies had zero women senior officers.

What are the AWF PEAK Awards?

Celebrating their crystal (15th) anniversary this year, the annual AWF PEAK Awards is a gala event attended by over 400 women and men.

We recognize five accomplished women in the field of finance during a wine reception and gourmet dinner, with a fabulous silent auction and raffle that raises funds for the AWF Scholarship Fund.

Five AWF PEAK Awards are presented: Lifetime Achievement, Excellence in the Private Sector, Excellence in the Public Sector, Community Legacy, and Rising Star.

Who has been honoured with an AWF PEAK Award?

2012 Honourees will be announced in early February 2012. Nominations close January 9, 2012.

2011 Honourees

Lifetime Achievement – Nancy McKinstry, C.M., Chair of the Board of Directors, ICBC and Founding Member, Minerva Foundation for BC Women

Excellence in the Private Sector – Bev Park, President & COO, Couverdon Real Estate

Excellence in the Public Sector – Dr. Patricia Hibbitts, Vice President, Finance & Administration, Simon Fraser University

Community Legacy – Christina Anthony, Director, Odium Brown Limited and Founder & Chair, Forum for Women Entrepreneurs

Rising Star – Lisa Skakun, General Counsel & Corporate Secretary, Coast Capital Savings Credit Union

PEAK Lifetime Achievement Honourees

2010 – Sarah Morgan-Silvester, Chancellor - UBC

2009 – Virginia Greene, President & CEO - Business Council of BC

2008 – Carol Newell, Principal - Renewal Partners

2007 – Doreen McKenzie-Sanders, Executive Director - Women in the Lead

2006 – Wendy McDonald, Chairman - BC Bearing Engineers Ltd.

2005 – Shelley M. Tratch, Senior Partner - Borden Ladner Gervais LLP

2004 – Jill Bodkin, Chair & CEO - Golden Heron Enterprises

2003 – Eva Lee Kwok, Chair & CEO - Amara International Investment Corp.

PEAK Performance & Excellence Honourees

2010 – Patrice Impey, CFO and General Manager of Financial Services and Human Resources - City of Vancouver

2009 – Elizabeth J. Harrison, Q.C., Partner - Farris, Vaughan, Wills & Murphy LLP

2008 – Tracey McVicar, Managing Partner - CAI Capital Management Co.

2007 – Catherine McLeod-Seltzer, Executive Chair and Director - Pacific Rim Mining Corp.

2006 – Gail Stephens, CEO - BC Pension Corp.

2005 – Lisa Pankratz, President - Mackenzie Cundill Investment Management Ltd.

2004 – Natalie Dakers, CEO - Centre for Drug Research and Development

2003 – Geri Prior, CFO - ICBC

PEAK Knowledge & Leadership Honourees

2010 – Sue Hutchison, Senior VP & Head of Commercial Banking, BC Region - HSBC Bank Canada

2009 – Eleanor M. Joy, Associate Partner - PricewaterhouseCoopers LLP

2008 – Elaine Reynolds, Principal - Legacy Tax + Trust Lawyers

2007 – Tamara Vrooman, Deputy Minister and Secretary to the Treasury Board - BC Ministry of Finance

2006 – Julia Kim, Vice President & Investment Counsellor - Phillips, Hager & North Investment Management Ltd.

2005 – Jane Peverett, President & CEO - BC Transmission Corp.

2004 – Rowena Liang, CIO & VP, IT - Vancity and CEO - Inventure Solutions

2003 – Stephanie Sharp, CEO & President - Ferax Capital Corp.

What are the AWF PEAK Awards Criteria?

LIFETIME ACHIEVEMENT

A Lifetime Achievement PEAK Nominee is a finance professional or woman in the field of finance who:

- * has 30+ years of experience;
- * demonstrates an enduring commitment to achieving excellence;
- * guides, supports and encourages the development of others or the promotion of women;
- * is actively involved in her professional or personal communities; and
- * is described as a leader, ground-breaker, or visionary by her peers.

EXCELLENCE IN THE PRIVATE SECTOR

An Excellence in the Private Sector PEAK Nominee is a finance professional or woman in the field of finance who:

- * works in the private sector;
- * demonstrates a high and quantifiable contribution to her company or industry;
- * guides, supports and encourages the development of others or the promotion of women; and
- * is actively involved in her professional or personal community.

EXCELLENCE IN THE PUBLIC SECTOR

An Excellence in the Public Sector PEAK Nominee is a finance professional or woman in the field of finance who:

- * works in the public or not-for-profit sector;
- * demonstrates a high and quantifiable contribution to her institution or industry;
- * guides, supports and encourages the development of others or the promotion of women; and
- * is actively involved in her professional or personal community.

COMMUNITY LEGACY

A Community Legacy PEAK Nominee is a finance professional or woman in the field of finance who:

- * demonstrates extraordinary service to the community, whether as a whole or a subgroup, or within her profession;
- * is respected by her community for her contributions; and
- * is making a sustained commitment and significant difference.

RISING STAR

A Rising Star Nominee is a finance professional or woman in the field of finance who:

- * has less than 15 years of experience;
- * is an early leader who has made meaningful professional contributions that are outstanding and unique;
- * guides, supports and encourages the development of others or the promotion of women; and
- * is actively involved in her professional or personal community.

Who will give this year's keynote address?



Amanda Lang

Senior Business Correspondent, CBC News

Amanda Lang is the Senior Business Correspondent for CBC News and anchor for the daily business program with Kevin O'Leary called the Lang & O'Leary Exchange. She also reports several times a week for The National, the network's flagship evening newscast. Previously Lang co-anchored SqueezePlay, BNN's nightly live national talk show featuring guests and discussions about business and politics. Lang was also an anchor and correspondent at CNN and its business network, CNNfn, in New York, where she reported from the New York Stock Exchange. She was also the New York correspondent for the Financial Post in 1998 and 1999. A part of the team that helped launch BNN, Lang covered U.S. markets from Manhattan. During her years as a business reporter, she has covered stock markets, the economy, financial instruments, the technology beat, Wall Street, U.S. politics, and more. She is a frequent guest speaker on business and economics. Lang studied Architecture at the University of Manitoba.

How do we become an AWF PEAK Awards Partner?

PRESENTING PARTNER (\$17,500) – one (1) available

- * Industry exclusivity at Presenting Partner level.
- * Scripted introduction of keynote speaker or PEAK Honouree in chosen category (Presenting Partner has first choice): Lifetime Achievement; Excellence in the Private Sector; Excellence in the Public Sector; Community Legacy or Rising Star. Please see award criteria as attached. Honourees announced in early February 2012.
- * Speaking opportunity at PEAK VIP Reception. (5 minutes)
- * Exclusive "Presenting Partner" word mark or logo (full colour or black and white depending on placement piece) on call for nominations, save the date, media releases, partnership package, invitation, Gala visual presentation, program and marketing materials, AWF/PEAK website and table signs.
- * Exclusive "Presenting Partner" word mark or logo (full colour or black or white depending on placement piece) on full page Globe and Mail ad and all Business in Vancouver advertorials (minimum of six).
- * Speaking opportunity for one of your leaders to introduce or thank a speaker at the 2012 AWF Real Estate Forum in the spring – the Real Estate Forum features high profile speakers and a sold-out audience.
- * Full page outside – back-cover ad in the AWF PEAK Awards program. (Full colour)
- * Seat on one 2012 Judging Panel for the AWF PEAK Awards.
- * Twenty (20) tickets to the AWF PEAK Awards VIP Reception.
- * Two (2) tables of ten (10) at the AWF PEAK Awards. (Additional table(s) available at cost)
- * Two (2) complimentary 2012 AWF Memberships.

HONOURING PARTNER (\$8,000) – five (5) available

- * Industry exclusivity at Honouring Partner level.
- * Scripted introduction of keynote speaker or PEAK Honouree in chosen category (Presenting Partner given priority choice): Lifetime Achievement; Excellence in the Private Sector; Excellence in the Public Sector; Community Legacy or Rising Star. Please see award criteria as attached. Honourees announced in early February 2012.
- * Honouring Partner tier word mark or logo placement (full colour or black and white depending on placement piece) on Gala visual presentation, program and marketing materials and AWF/ PEAK website.
- * Word mark or logo recognized with "Award Presented By" or "Keynote Presented By" on full page Globe and Mail ad. (Full colour or black and white depending on placement piece)
- * Word mark or logo (full colour or black and white depending on placement piece) recognized with "Award Presented By" or "Keynote Presented By" featured in Business in Vancouver advertorial.
- * Full page ad in the AWF PEAK Awards program. (Full colour)
- * Ten (10) tickets to the AWF PEAK Awards VIP Reception.
- * One (1) table of ten (10) at the AWF PEAK Awards, with signage. (Additional table(s) available at cost)
- * One (1) complimentary 2012 AWF Membership.

SCHOLARSHIP FUND PARTNER (\$5,000) – two (2) available

- * Industry exclusivity at the Scholarship Fund level.
- * “Scholarship Fund Partner” tier word mark or logo placement (full colour or black and white depending on placement piece) Gala visual presentation, program and marketing materials and AWF/PEAK website.
- * “Scholarship Fund Partner” word mark or logo placement (full colour or black and white depending on placement piece) on silent auction ask letter (sent to 250 businesses in BC).
- * “Scholarship Fund Partner” word mark or logo on full page Globe and Mail ad. (Full colour)
- * Half page ad in the AWF PEAK Awards program.
- * Ten (10) tickets to AWF PEAK Awards VIP Reception.
- * One (1) table of ten (10) at the AWF PEAK Awards, with signage.

HOSTING PARTNER (\$3,500)

- * Hosted Table signage.
- * One (1) table of ten (10) at the AWF PEAK Awards.
- * Logo in the AWF PEAK Awards program. (Full colour)

GIFT BAG PARTNER (\$2,500)

- * Gift Bag Partner tier word mark or logo placement (full colour or black and white depending on placement piece) on Gala visual presentation, program and marketing materials and AWF/ PEAK website.
- * “Gift Bag Partner” word mark or logo placement in Gala program. (Full colour)
- * Supply 450 gift items (minimum retail value \$100 with gift approved by PEAK)
- * Supply 450 co-branded gift bags (word mark/logo and PEAK logo)
- * Opportunity to place a coded premium certificate (worth a minimum of \$50) into 450 gifts bags (certificate approved by PEAK)
- * Opportunity to create branding presence with employee volunteers to hand out gift bags (in collaboration with AWF Board Members)
- * Half page ad in the AWF PEAK Awards program. (Full colour)
- * Two (2) tickets to the AWF PEAK Awards VIP Reception.
- * Two (2) tickets to the AWF PEAK Awards.

SCHOLARSHIP FUND RAFFLE PARTNER (\$1,500 prize value)

- * “Scholarship Fund Raffle Partner” word mark or logo placement in Gala program. (Full colour)
- * Opportunity to pull the winning raffle ticket on stage at the AWF PEAK Awards.
- * All proceeds from the AWF PEAK Awards silent auction and raffle go to support women in finance at institutions including UBC Faculty of Law, SFU MBA Program, Kwantlen Polytechnic University and Douglas College.

Who should I contact for more information?

Partnerships

Thomas Kevin Dolan, AWF PEAK Awards Producer
thomaskdolan@me.com
604.688.5776

Tickets and Silent Auction Donations

Lenore Van Oene, AWF Program Director
PEAK@womeninfinance.ca
604.765.2840

The AWF and the AWF PEAK Awards

Vanessa Noga
AWF President
vanessa.noga@rbc.com
604.665.8507

Raewyn Brewer
AWF Vice President
rbrewer@farris.com
604.661.9300

Emily Stock
PEAK Chair
estock@ahbl.ca
(604) 484-1756

Kate McKechnie
PEAK Vice Chair
kate.a.mckechnie@ca.ey.com
(604) 891-8341

Who sits on the AWF Board of Directors?

Vanessa Noga – Senior Account Manager, Royal Bank of Canada - President

Raewyn Brewer – Lawyer, Farris LLP - Vice President

Sandra Tetzlaff – CA, Heaver Tetzlaff, Professional Accountants - Treasurer

Sandra Abley – Financial Planning Specialist, RBC Dominion Securities - Events Co-Chair

Julia Yan – Director of Business Development, Valiant Trust, Canadian Western Bank Group - Events Co-Chair

Emily Stock – Associate, Alexander Holburn Beaudin & Lang LLP - PEAK Chair

Kate McKechnie – Manager, National Assurance Services, Ernst & Young LLP - PEAK Vice Chair

Tatiana Jovic – Public Relations and Communications Manager, AG Hair - Communications Director

Stephanie Daniels – Associate, Farris LLP - Director at Large

Lorna Nimmons – Audit Partner, KPMG - Director at Large

Heidi Schmid – Senior Manager, Assurance and Business Advisory Services, Grant Thornton LLP - Director at Large