



Canadian Process Control Association

2023 ANNUAL CONFERENCE

May 25 - 27
Niagara-on-the-Lake

Building Grit

Join your colleagues in Niagara-on-the-Lake for three days of networking, educational content and presentations from thought leaders on building an organization that inspires and energizes; new employee demographics and attitudes; as well as equity in leadership.



CANADIAN PROCESS CONTROL ASSOCIATION



The CPCA Conference is a must attend for professionals in the process control industry to gather knowledge and network with colleagues who have a stake in building the sector.

With a mix of education from thought-leaders and exciting social events, you will leave the conference better informed, connected and engaged in a host of new ideas to address challenges in the marketplace and learn how to adapt in an evolving industry.

Country Elegance in Niagara-on-the-Lake

The event will be held at the Pillar and Post, a five-star hotel in a 19th century building that boasts a rich history and features all of the modern comforts.

Special thanks to the 2023 Conference Planning Committee:

Chair: Paul Bastel
Sean Kozicki
Peter Sikora
Adam Dello

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SCHEDULE OF EVENTS – CPCA 2023 Conference

Thursday May 25, 2023	
5:00 PM – 6:00 PM	Registration Opens
6:00 PM – 10:00 PM	President's Reception and Networking Dinner Library, Pillar and Post
Friday May 26, 2023	
7:00 AM – 8:00 AM	Breakfast – Cannery Restaurant Guests are invited to join the delegates for breakfast or to dine on their own before 10:00 AM.
8:00 AM – 8:15 AM	Welcome from the President – Joe Ferraro Library, Pillar and Post
8:15 AM – 9:45 AM	<p>Building Grit Gary Gzik, CEO, BizXcel Inc.</p> <p>Why are some people, teams and organizations able to be met with challenge after challenge, but are still able to persevere while others crumble at the first misstep? It's because these people and organizations have grit. Gritty leaders, teams and organizations share the same traits: a desire to work hard, learn, improve, support each other and commit to the work and relationships. They rise to the challenge in the face of adversity and of course a true respect and appreciation for what each member brings to the team.</p> <p>There are two critical aspects to grit – passion and perseverance. Passion comes from within. It is a decision to bring our best self to the work we do and the people we do it with. It is a decision to show up and let our purpose guide us. Passion lights the way for us, whereas perseverance fuels our drive.</p> <p>In this keynote, participants will learn how to build grit in themselves, their team and organization to inspire and re-energize the culture of the organization.</p>
9:45 AM – 10:45 AM	<p>Dancing With Robots: The 29 Strategies for Success in The Age of Hyper-Intelligence Bill Bishop, CEO, The BIG Idea Company</p> <p>Are you ready for the future? Artificial intelligence. Machine learning. Robots. Blockchains. The internet of things. The meta-verse. Quantum computers. In the coming years, these “hyper-intelligent” technologies will have a profound and dramatic impact on every business and industry. AI and robots alone will replace millions of jobs and disrupt thousands of companies and industries. But they will also empower us to create new value and make the world a better place.</p> <p>The questions are: Do you have a strong understanding of these technologies and how they will affect your business? Have you protected yourself from disruption by new kinds of competitors? Do you have a plan to create new forms of value for a hyper-intelligent marketplace? Are you ready for the future?</p> <p>In his presentation <i>Dancing with Robots</i>, innovation coach Bill Bishop explains new strategies for success in the age of hyper-intelligence. These new ideas will challenge everything you have learned about business up to now. You will come away with greater knowledge about hyper-intelligent technology and how to use them in your organization. You will also get new ideas to grow your business, and feel more excited, empowered, and inspired about the future.</p> <p>Do you want to get ready for the future? If so, let's start dancing with robots!</p>
10:45 AM – 11:00 AM	Refreshment Break

<p>11:00 AM – 12:15 PM</p>	<p>Diversity, Equity & Inclusion (DEI): What and Why? Desiree Phillips, Registered Psychotherapist and Equity Consultant</p> <p>Members will explore the foundational concepts of DEI and come to a common understanding of how these concepts impact individuals within organizations and industries. With this understanding, members will gain insight into how their organizations can practice ethically and equitably to improve quality and effectiveness within the various aspects of their functioning.</p>
<p>12:15 PM – 1:30 PM</p>	<p>Lunch – Cannery Restaurant Sponsored by e2r Solutions</p> 
<p>1:00 PM – 5:00 PM</p>	 <p>Wine Tour for Guests</p> <p>A wine tour of three of Niagara-on-the-Lake’s hidden gem wineries has been organized for guests from 1:00 to 5:00 PM. Meet in the lobby of The Pillar and Post at 1:00 PM. This cost is already included in the guest registration fee.</p>
<p>1:30 PM – 2:30 PM</p>	<p>Hiring The Next Generation of Employees Stuart Ducoffe, Founder, e2r Solutions</p> <p>Although they are the new kids on the block, Gen Z has already had a rippling effect on the workforce and their presence will continue to change the future of work. This e-learning session will explore the similarities and differences in the demographics and attitudes across Generations X, Y (Millennials) and Z. Topics include:</p> <ul style="list-style-type: none"> - The impact of Gen Z in the workplace; - What Gen Z values in employers; and - The future of work, what this means for employees and employers.
<p>2:30 PM – 3:00 PM</p>	<p>Networking Break</p>
<p>3:00 PM – 3:30 PM</p>	<p>CPCA Annual General Meeting</p> <ul style="list-style-type: none"> - Report from the Chair; - Presentation of Financial Compilation Engagement for 2022
<p>3:30 PM – 4:30 PM</p>	<p>The status of Bioeconomy in Canada Murray McLaughlin, Advisor to Bioenterprise and Chair/advisor BQNC at BIC</p> <p>Murray is a seasoned veteran in the Bioeconomy and cleantech sector, with years of experience, including his tenure as the past executive director at Bioindustrial Innovation Canada. Murray will share his insights on the status of Bioeconomy in Canada and how the cluster is shaping up.</p>

5:30 PM – 10:00 PM



Reception & Dinner - Château des Charmes

Château des Charmes was founded in 1978 by Paul Bosc, a fifth-generation French winegrower. Paul and his young family arrived in Niagara in the 1960's with the idea that growing their own grapes was the best way to make fine wine. More than ever, they believe in this Estate Winery model and make their wine only from grapes they have grown themselves. Join us for an evening of fine food and wine. A shuttle bus from the Pillar & Post Hotel to the winery will be provided.

Saturday May 27, 2023

7:00 AM – 8:00 AM

Run with Paul Bastel

Meet at Front lobby at 7:00 AM.

7:30 AM – 9:00 AM

Networking Breakfast

Guests are invited to join the delegates for breakfast or to dine on their own before 10:00 AM.

9:00 AM – 10:00 AM

Pathways Alliance

Joe Vetrone, SVP, GHG Emissions Reduction, Suncor Energy

The Pathways Alliance is a collaboration of Canada's six largest oil sands producers. Together, these companies represent about 95 per cent of current oil sands production. In June 2021 Pathways Alliance announced a comprehensive multi-phased plan to reduce current oil sands GHG emissions by about 22 million tonnes annually by 2030 on their path to net zero by 2050.

Their proposed foundational project is a carbon capture and storage (CCS) network and CO2 pipeline which would gather captured CO2 from more than 20 oil sands facilities and transport it to a hub in the Cold Lake area of Alberta for safe underground storage. The line would also be available to other industries in the region interested in capturing and storing CO2.

CCS is also a great enabler of other technologies. Pathways continues to work on over 80 technologies in addition to CCS in order to tackle this challenge from multiple angles, including hydrogen, electrification, renewables and direct air capture. As the innovation arm of Pathways Alliance, COSIA continues this important Technology Development work.

10:00 AM – 10:30 AM

Refreshment Break

10:30 AM – 11:15 AM

McMaster Professional Development Programs

Florent Lefevre-Schlick, Manager Certificates of Completion and Industrial Training Program, W Booth School of Engineering Practice & Technology, McMaster University

Florent leads two strategic initiatives, on Aerospace/Defense research & development, and professional upskilling. He will outline how the latter has been very successful over the past few years and is based on a unique and innovative model; it is an entirely collaborative venture between industry employers and associations, McMaster University, Mohawk College. It aims at supporting employees' career pathways and employers' competitiveness by delivering short, flexible, and relevant industry led upskilling courses.

<p>11:30 PM – 12:45 PM</p>	<p>Lunch – Cannery Restaurant - Sponsored by Pathways Alliance</p> 
<p>1:00 PM – 6:00 PM</p>	<p>Social Program</p> <p>Niagara-on-the-Lake is a first-class destination for winery tours, golf and so much more. Social activities at the conference are a unique opportunity to network with leaders in the Canadian process control field with both manufacturer and distributor delegates.</p>
<p>Optional Program</p>	 <p>Tour of the Gretzky / Trius Whisky Distillery and Winery and Wine Making Competition</p> <p>Get the creativity and competitive juices flowing by challenging your teams to produce their very own Bordeaux-style wine. Their expert guide will introduce the wines that participants will be using, demonstrate how to mix them properly, and provide tips along the way.</p> <p>When the fun is done, each team will present its creation in competition for the coveted title of Best Amateur Winemakers. It's team building at its finest—and most entertaining.</p> <p>All Participants will take home the bottle of wine that their team has created.</p>
<p>6:00 PM – 10:00 PM</p>	 <p>Farewell Reception & Dinner – Queen's Landing Patio</p> <p>A casual networking opportunity with CPCA members and other key industry leaders will be held at the Queen's Landing Hotel, an opulent Georgian mansion in the heart of Niagara-on-the-Lake overlooking the Niagara River.</p>

Topics and speakers subject to change

Conference Faculty



Bill Bishop
Founder, The BIG Idea Company

Bill Bishop is an entrepreneur, author, keynote speaker, and innovation coach. For the past 35 years, he has helped entrepreneurs develop BIG Ideas for the future of their businesses and coaches them about future-oriented business strategies that combine marketing, innovation, and leading-edge technology. Founded in 1987, the BIG Idea Company, was the first company in Canada to provide electronic publishing services. Bill is also the founder of ISP company Bishop Information Group. Bill coined the term 'digital marketing' in his book *Strategic Marketing for The Digital Age*. The first book about Internet marketing, Bill predicted the rise of social media, smartphones, app stores, crypto-currencies, video streaming and AI machine learning. He also introduced digital economy issues such as online privacy, cyber-security, identity theft, and data mining. Since then, Bill has written 10 books including *How to Sell a Lobster*, *The Problem With Penguins*, *Beyond Basketballs*, and *The New Factory Thinker*. His books have been sold in 25 countries and translated into 12 languages. His latest book, *Dancing with Robots*, explores how to create innovative BIG Ideas using hyperintelligent technology such as artificial intelligence, robots, the internet of things, the blockchain, quantum computing, and the metaverse.



Stuart Ducoffe
Founder, e2r Solutions

Stuart is a seasoned employment and labour lawyer. He is the founder of e2r™ and Partner and co-founder of Woolgar VanWiechen Cosgriffe Ducoffe LLP, where he leads the employment and labour law group of the firm.



Gary Gzik
CEO, BizXcel Inc.

Gary is the Chief Energizing Officer, a keynote speaker, trainer, coach and management consultant. Some also fondly call him a workplace zombie hunter. He is also an author of two books; *The Orange Popsicle* and *the Power of RE*. His passion has fuelled the creation of *Build a Kick Ass Company* and the call to bring Humanity back into the workplace. He has been inspiring companies and people for over 35 years in a plethora of industries including manufacturing, education, first nations, financial, aerospace, retail, tourism, government and hi tech. Gary loves being a catalyst for individuals and teams to choose to 'become more' and to be fully engaged in work and in life.



Florent Lefevre-Schlick

Manager Certificates of Completion and Industrial Training Program, W Booth School of Engineering Practice & Technology, McMaster University

Florent has had several leadership roles in the military, as well as in engineering and operations management in the Defense and Aerospace sectors. In 2018 he joined the Engineering team at McMaster University where he leads two strategic initiatives, on Aerospace/Defense research & development, and professional upskilling. The latter has been very successful over the past few years and is based on a unique and innovative model; it is an entirely collaborative venture between industry employers and associations, McMaster University, Mohawk College. It aims at supporting employees' career pathways and employers' competitiveness by delivering short, flexible, and relevant industry led upskilling courses.



Murray McLaughlin

Advisor to Bioenterprise and Chair/advisor BQNC at BIC

Prior to his current role, Murray was Executive Director of BIC and SCA, Sarnia, Ontario (2010-16). During his career he worked with government, industry, and non-profit sectors such as Director Business Development for Canadian Light Source; President OAFT: Deputy Minister Saskatchewan Agriculture and Food; President Ag-West Biotech Inc. He managed Foragen (Venture fund), and 15 years with ELANCO in R& D and marketing. His career has focused on bioeconomy including product commercialization, and cluster building. He sat on several Boards and Advisory Committees and still does. His education: NSAC(Diploma), McGill (BSc) and Cornell (MSc and PhD). Received Honorary Doctorate from Dalhousie University and received several awards over his career; LSO Community Service Award and the Queen Elizabeth Diamond Jubilee Medal; LSO Lifetime Achievement award and recognized in top 100 global leaders in the Advanced Bioeconomy (2016).



Desiree Phillips

Registered Psychotherapist and Equity Consultant

As an equity consultant and expert trainer, Desiree designs and facilitates various activities for organizations at all levels. She incorporates principles of industrial and organizational psychology to support organizations of all sizes to enhance organizational effectiveness and success while centering equity. In addition to this, Desiree has also worked alongside various experts across multiple sectors to create curriculum exploring various aspects of power, privilege, and oppression and implement various organizational processes and tools to weave equity into the very fabric of organizations.



Joe Vetrone

Senior Vice President, GHG Emissions Reduction

Joe leads Suncor's efforts to develop a plan to decarbonize Suncor's base business. Phase I of Suncor's Pathways foundational project, an alliance between Canada's large oil sands producers, is a major carbon capture utilization and storage transportation line connecting oil sands facilities in the Fort McMurray, Christina Lake and Cold Lake regions of Alberta to a carbon storage hub near Cold Lake. Joe began his over 30-year career at Suncor in research & development and has since worked in product development, marketing, refining operations, strategic planning, business development, environment, health & safety, supply chain and projects. He has held executive level roles as senior vice-president Projects, Supply Chain and Field Logistics, vice-president of Corporate Strategy & Development, vice president of Strategy and Integration for the downstream business and vice president, of Environment, Health & Safety. Joe has served on a number of boards and committees, including the Canadian Fuels Association, Clarkson Airshed Industrial Association, and the Environment, Health & Safety & Sustainability Committee of Suncor's Board of Directors. Joe is a graduate from McMaster University and has completed energy studies from Oxford University.