



WOMEN'S
LEADERSHIP
CIRCLE®



The Vancouver Board of Trade's Women's Leadership Circle proudly presents...

The Wendy McDonald Awards

Wendy McDonald was an indomitable force in Canadian business and a pioneer of women in leadership. As the former president of BC Bearing Engineers Ltd. her leadership made her company a sought-after international competitor in the industry. Wendy was a tireless advocate for the Metro Vancouver community and an original investor in the Vancouver Whitecaps. She left an indelible impression on The Vancouver Board of Trade when she became the organization's first female chair in 1990.

It is a privilege to chair the Women's Leadership Circle (WLC) where we believe that businesses truly thrive when women are fully engaged at all levels. Diversity helps us to be a more authentic reflection of our customers and the communities where we live and work.

The following individuals embody Wendy's credo and are exceptional representatives of our WLC focus on elevating leadership diversity. It is my great pleasure to announce and congratulate the winners of the 2015 Wendy McDonald Awards!

Winners were selected by a group of distinguished judges from more than 70 outstanding nominations. You can learn more about all winners at boardoftrade.com/WLC.

Jill Schnarr

Chair, Women's Leadership Circle, The Vancouver Board of Trade

Diversity Champion



Bob Elton
Chief Risk Officer
Vancity

Q: *What are your top suggestions on what others can do to champion diversity in their organization and community?*

Find great people who will help to build diversity, and make sure they have increasing opportunities to perform, especially in line roles and on strategic priorities.

Q: *What motivates you as a business / community leader?*

I see so many people, often much younger than I, who are values based, realistic but optimistic, and who can learn very quickly. Happily, they include a balance of women and men, and they have roots all over the world. I love learning from them, and giving them the space to grow and excel. For me they are not "Leaders of Tomorrow" but of today.

Q: *What do you think makes an individual successful in business?*

Empathy. Of course drive for results etc. is important, but empathy opens us up to leadership possibilities, and multiplies what we do.

Community Catalyst



Laurel Douglas
CEO
Women's Enterprise
Centre

Q: *What single thing can people do to make a tangible impact in their community?*

I believe in being collaborative. Openness to collaborate can create a big impact – outcomes which wouldn't even be imaginable if people and organizations focus on their own more narrow definitions and interests. I choose to believe that together we can make the "pie" bigger. (Messier, but bigger!)

Q: *What motivates you as a business / community leader?*

The desire to make a positive difference with the skills and strengths I've been given. I am personally motivated to help people play to their strengths and reach their potential.

Q: *Where do you get your best ideas?*

I am blessed to live in Kelowna, where I can access hiking trails, and look out at beautiful Okanagan Lake. The miracles of nature amaze and inspire me, and help put my life and its dramas in perspective.

Outstanding Mentor / Sponsor



Karen MacMillan
Partner and Chief
Inclusiveness Officer
Lawson Lundell LLP

Q: *What benefits have you experienced as a result of mentoring others?*

Being a mentor has provided me with the rewarding opportunity to build relationships with many younger lawyers at my firm. I have found this ongoing interaction with associates to be a personally enriching experience which has informed the way I think about a whole variety of things – both professionally and personally.

Q: *What is the most daunting challenge you have faced in your career?*

Figuring out how to blend my busy professional life with being a fully engaged mother of three young kids has been and continues to be a worthwhile challenge that (most days) I quite enjoy.

Q: *Where do you get your best ideas?*

I get my best ideas by consulting with the people around me that I respect and trust, gathering as much as I can from experts and authorities and synthesizing all of it through my own lens.

Entrepreneurial Innovation



Madeline Shaw
Co-founder and
Creative Director
Lunapads
International Ltd.
and United Girls of
the World Society

Q: *What one piece of advice would you give to women considering an entrepreneurial career?*

Choose something that you're genuinely passionate about in terms of social impact, something that aligns with your personal values and the change that you want to see in the world.

Q: *How do you define success?*

Leaving the world better off than we found it. Giving more than we take. Honouring vision, creating something new and inspiring others.

Q: *Where do you get your best ideas?*

Lately I have been finding immense inspiration by journeying back to my adolescent memories and remembering what I was interested in and loved to do at that time in life. I challenge anyone to do this and not find some sort of nugget.

**ELEVATING WOMEN
IN BUSINESS**

The Women's Leadership Circle (WLC) is an inclusive program that recognizes diversity in leadership strengthens the business community. Launched in 2007, the WLC has grown to become one of the largest women's business networking groups in Canada. Based on the pillars of connections, conversations, recognition and advocacy, the WLC is engaged in the social, business and political communities in which The Board of Trade operates.

Learn more and get involved at boardoftrade.com/WLC

Women of Promise



Paulina Cameron
Business Development
Manager, BC & Yukon
Futurpreneur Canada

Q: What advice would you give to young women looking to establish and grow their careers?

Choose what kind of a leader, community member, colleague, friend, and partner you want to be. Challenge yourself to show up that way every day. Asking right questions of yourself and others is more important than having the answers.

Q: What daily / regular habits or rituals contribute to your success?

Every day, I start my mornings early and slow – meditation, writing, reading, setting intentions, and nourishing food. Weekly and monthly, I reflect on my top priorities and make time for all of my life buckets (work, relationships, self).

Q: What business / community leaders do you look up to, and why?

The individuals I look up to most are those who courageously pursue opportunities they feel called to, take a stand for what they believe in, use every success and failure as a learning opportunity, show respect to everyone they encounter, and create time for what is important to them.



Dr. Farah Remtulla
Dentist
Dr. Terry Mah Inc.

Q: What advice would you give to young women looking to establish and grow their careers?

Find as many sources of inspiration as you can in books, podcasts, and people: when you live in awe, growth is inevitable.

Q: What is the most daunting challenge you have faced in your career?

Trying to get a start-up dental clinic in Tanzania fully operational in a three-month period. As a young female foreigner it was very challenging to find my voice as a leader, to incentivize the staff to work, and to bring my mentee's dental skills up to North American standards.

Q: How do you define success?

I prefer to think of success in terms of the journey: immense, all-permeating joy, characterized by days on which I feel compelled to dance while brushing my teeth. I feel successful when my activities reflect my values to the highest degree.



Erin Treloar
Founder
RAW Beauty Talks
& The Studio
at Treloar
Physiotherapy Clinic

Q: What advice would you give to young women looking to establish and grow their careers?

Before you start investing time, money and energy into a career path make sure it's right for you. Do your research and have a clear understanding of the job structure (hours, pay, expectations) and the personality traits and skill set you'll need to succeed in the industry.

Q: What motivates you as a business / community leader?

The cause. I'm deeply passionate about empowering young women and girls to find confidence in themselves through RAW Beauty Talks because it's something I struggled with for so long.

Q: What do you think makes an individual successful in business?

Passion. Perseverance. Self-awareness and in particular an understanding of your strengths and weaknesses. The drive to work harder than your peers. This doesn't always mean working longer. It means working smarter.



Alexa Young
Manager,
Government Affairs
Teck

Q: What advice would you give to young women looking to establish and grow their careers?

Dive right into your career – and at every stage throughout it – with awareness of and confidence in your skills and ability, and a recognition that your opinion always matters.

Q: What motivates you as a business / community leader?

The ability to drive positive change.

Q: What do you think makes an individual successful in business?

I believe the key to being successful in business is understanding the importance of context. It is so important to look outside one's day to day role and responsibilities and understand what forces around you are impacting not only your day-to-day activities, but your business as a whole and the world generally.



**Ambrosia Vertesi
(nee Humphrey)**
VP Talent
Hootsuite

Q: What advice would you give to young women looking to establish and grow their careers?

Be egoless, entrepreneurial, and collaborative in your approach to your growth and the growth of others. Leaders pay as much attention to what you do as to how you do it.

Q: What do you think makes an individual successful in business?

Solution based thinking and hustle are two attributes I think stand out in successful business leaders. It is easy to get stuck on roadblocks but seeking solutions and driving them forward is challenging and a key differentiator looking through an HR lens.

Q: What daily / regular habits or rituals contribute to your success?

I know I'm supposed to say I wake up really early and go for a run before work but I don't. Right now it's knowing when to sprint and when to jog through the day. In hyper-growth you can't go 110% all the time or you burn out fast. Finding those restorative breaths is crucial.



Linda Solomon Wood
CEO
Observer Media
Group

Q: What one piece of advice would you give to women considering an entrepreneurial career?

Persist.

Q: What motivates you as a business / community leader?

Building a media company that rocks.

Q: What do you think makes an individual successful in business?

Charisma and awesome interpersonal skills. Passion and persistence. A willingness to tough it out day after day at grinding hard work. Being in the right place at the right time. An ability to recognize and leverage opportunity. Luck. Did I mention hard work?

Q: How do you define success?

I measure success through the duo metrics of social impact and revenue growth. They're both extremely important.

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