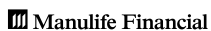


# 2009 TOP EMPLOYER SUMMIT

DISCOVER THE PATH TO CANADA'S TOP 100 EMPLOYERS



SPONSORED BY



## PART I. CONFERENCE AGENDA

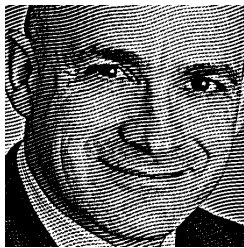
### Day 1: Thursday, November 19, 2009

**7:30 — 8:30 am**  
**Registration & Continental Breakfast**

*Breakfast sponsored by Hoffman - La Roche*



**8:30 — 9:15 am**  
**Opening Remarks from Conference Co-Chairs**



This year's conference marks the 10<sup>th</sup> anniversary of the *Canada's Top 100 Employers* project. To explore better the key themes of next year's competition, this year's conference is organized around the theme of "The Great Reset". The thread that runs through all of this year's sessions is that the economic events of the past two years have changed the landscape dramatically in terms of the relationship between Canadians and their employers.



For the first time in generations, important aspects of the employment relationship are being questioned and there is a re-examination taking place of the government's role in that relationship. This year, our aim is for you to leave the conference with a clear idea which parts of the Top 100 competition are taking on increased prominence, as well as the subjects our editorial team will pass less attention to in the future. We promise a stimulating a thought-provoking two days.

- RICHARD YEREMA,  
 Managing Editor, *Canada's Top 100 Employers*
- TONY MEEHAN,  
 Publisher, *Canada's Top 100 Employers*

**9:15 — 10:15 am**  
**Giving back to the Community:  
 Knowledge & Responsibility**



There are few actors in the world today who have lived the Hollywood life more than Mia Farrow. On-screen and off-screen, she has captivated the public imagination for her spectacular film successes, as well as the deeply personal setbacks of her private life. Yet through it all, Mia Farrow has remained true to her spirit and, at a stage in life when stars of her stature often recede from public view, she finds strength in giving a voice to the voiceless and hope to the people most in need. In an age when it has become trite to describe someone "giving back to the community", Mia Farrow is a living example of the strength and energy that all of us receive when we put our talents to use helping people who need our assistance most. Join the woman whom *Time* magazine named one of the world's 100 most influential people for this profound and personal examination of what it means to give back to the community.

■ MIA FARROW, Actress & Human Rights Activist

**10:15 — 11:00 am**  
**Refreshment & Networking Break:  
 "Taste the Canadian Autumn"**

This break provides an opportunity to meet colleagues and organizers of the Canada's Top 100 Employers project. Features traditional pastries and refreshments with a fall flair, selected by the Fairmont Royal York's Executive Chef, David Garcelon.



*Breakfast sponsored by enCompassing Visions*



**11:00 — 12:00 pm****The Great Reset:  
Understanding Last Year's Economic Collapse**

The world has changed dramatically since August 2008, when the world's economy suffered its biggest decline since the 1929 stock market crash. The causes of last year's collapse have been extensively documented,

but its long-term effects are much less understood. In a ground-breaking interview this year in *The Atlantic* magazine and subsequent essay, distinguished academic Professor Richard Florida offered the most insightful analysis yet of what is to come. According to Dr. Florida, the events of 2008 have set in motion "The Great Reset" and the consequences will be with us for generations to come. Increasingly, our economy will be driven by a "creative class" of employees who work differently and live in different places than has been the case in the past. Don't miss this rare opportunity to hear one of the world's most articulate public intellectuals share his insights on the challenges and opportunities all organizations face in these rapidly changing times.

■ DR. RICHARD FLORIDA, Author & Professor

**12:00 — 1:15 pm****Special Luncheon Address:  
Immigration & Economic Growth in Canada**

Immigration has always played a central role in Canada's economic development, from the earliest days of our nation's settlement to recent times, when immigrants have become the economic lifeblood of many

of our largest cities. The dream of a new life in Canada continues to exert a powerful attraction on people around the world, although often it's not easy for new Canadians to have their skills and academic qualifications recognized in this country. The Government of Canada has made it a priority to change this and, in its last budget, devoted significant resources to helping both immigrants and

employers in Canada overcome the difficulties involved in recognizing foreign qualifications. This special luncheon address provides an opportunity to join the Minister of Citizenship and Immigration Canada to hear first-hand about the government's progress in this field and the new initiatives his department is working on to ensure that Canada keeps its promise to its newest citizens that their foreign academic qualifications and skills are recognized.

■ HON. JASON KENNEY, Minister of Citizenship, Immigration and Multiculturalism, Canada

*Luncheon sponsored by the Foreign Credentials Referral Office, Citizenship & Immigration Canada*



Citizenship and  
Immigration Canada

Citoyenneté et  
Immigration Canada

**1:15 — 2:00 pm****How Employers Can Help: Immigrant Success Stories**

In many of our large cities, immigration now accounts for almost 100% of the labour force growth. Astute employers are realizing that making it easier for immigrants to work in their organization isn't just

the right thing to do – it's also good business. Join two winners of this year's *Best Employers for New Canadians* competition for an executive overview of how their organizations improved recruitment and retention policies to make it easier for recent immigrants to feel at home in their workplaces.

- PETER PAUL, Project Leader, ALLIES, The Maytree Foundation
- JANE ALLEN, Chief Diversity Officer, Deloitte
- KAREN HILTZ, Manager Human Resources, Christie Digital Systems
- ZORAN VESELIC, VP, Visual Environments, Christie Digital Systems

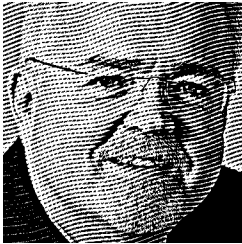
**2:00 — 2:30 pm****Energizing Fitness Break & Mini-Ashtanga Session**

Led by Ash Patel, an instructor at Toronto's renowned Downward Dog yoga studio, ashram to the stars. Namasté!

*Break sponsored by TE Wealth*

**T · E · W E A L T H**  
SUCCESSFUL WEALTH STRATEGIES SINCE 1972

**2:30 — 3:30 pm**  
**Engaging Talent in Tough Times:**  
**Insights from Canada's Top Employers**

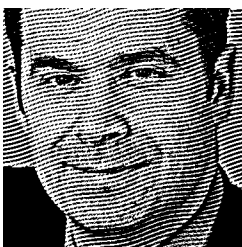


What does it take to motivate talent in challenging times? Discover key variables that drive employee engagement, drawn from the latest Towers Perrin research, and results from the 'Top 100' Employers' employee engagement pulse survey. Learn how Canada's best employers have nurtured engagement over the downturn, and what you can do to ensure that your employees are re-engaged for the economic recovery.



- KEVIN ASELSTINE FSA, FCIA,  
 Managing Principal, Towers Perrin
- DAN MCCAULEY PH.D.,  
 Senior Consultant, Towers Perrin

**3:30 — 4:30 pm**  
**Back to Basics on Corporate Pensions:**  
**The Great Reset, Part 2**



The economic events of the past two years have called attention to employee retirement savings, and by inference, the role of employer-sponsored pension programs as part of the Canadian pension system. Employers

who sponsor defined benefit pension plans have been put under significant financial pressure, and in response many have chosen to wind down or limit enrollment in these programs. But what has emerged to fill the void, and what will the next few years bring? After all, employers must still compete for talent and be considerate of what is on the minds of their employees. Faced with news stories bemoaning volatility in the financial markets, employees are sitting up to take notice of pension and retirement issues. In this session, learn how the pension landscape is shifting, and hear ideas on how to offer solutions that make pensions meaningful for employees once again.

- NICOLAS CROOK FSA, FCIA,  
 Principal, Towers Perrin

**6:00 — 7:30 pm**  
**Gala Reception, Fairmont Royal York Hotel**  
**Special 10th Anniversary Top Employer Reception**



Join CEOs and HR professionals from the 2010 *Canada's Top 100 Employers* list, as well as winners of our regional and special-interest competitions, for a pleasant evening of complimentary drinks, hors

d'oeuvres and live background music. This popular reception is the conference's main networking event, bringing together all the writers and organizers of the *Canada's Top 100 Employers* project plus editors, journalists and senior civil servants in the field. Open to all delegates attending the 2009 Top Employer Summit. There is no fee or separate charge to attend this reception.

- Special guest:  
 MIA FARROW, Actress & Human Rights Activist

*We would like to thank Ceridian Canada Ltd. for their important support of this reception once again this year.*



**FRIDAY, NOVEMBER 20, 2009**

**7:00 — 8:00 am**  
**Continental Breakfast**



*Breakfast sponsored by Homewood Employee Health*

**8:00 — 8:45 am**  
**Exclusive Breakfast Briefing: Key Themes for Next Year's Canada's Top 100 Employers Project**



Join the Managing Editor of the *Canada's Top 100 Employers* project for this exclusive preview of the key themes and priorities for the 2010 competition. Learn about the key subject areas that will receive more attention by the Top 100 editors next year – and discover unpublished benchmarking data for all eight key HR areas reviewed. If your organization will be applying to next year's competition, this session is an invaluable



opportunity to gain insight on how your organization can put its best foot forward. You'll leave this session with a detailed understanding of how your organization can qualify for next year's national list or one of the 18 regional and special-interest competition managed through the Canada's Top 100 Employers project.

- RICHARD YEREMA, Managing Editor, Canada's Top 100 Employers
- RACHEL CABALLERO, Assistant Editor, Canada's Top 100 Employers

**8:45 — 10:00 am**

**Diversity & Inclusiveness:  
Understanding the Concept of "Human Equity"**




The economic conditions of the past two years have caused many organizations to take a hard look at all their HR and workforce-related programs. What's remarkable is that diversity and inclusiveness programs at most organizations have come through this period relatively intact.



The reason? Employers are gaining a better understanding of the balance-sheet value of their diversity and inclusiveness programs. Besides being the

"right thing to do", these initiatives are creating long-term strategic value both in recruitment and on the business side of the ledger. This session is an opportunity to join Canada's leading authority on human equity, diversity and inclusiveness – and our research partner on the *Canada's Best Diversity Employers* competition – for a frank and revealing discussion on why organizations need to do more to promote these values, even when budgets are tight. This session will include two brief case studies from winners of this year's Diversity competition.

- TREVOR WILSON, Author & President, TWI Inc.
- YASMIN MERALLI, Vice-President, Diversity, BMO Financial Group
- CLAUDE GRAZIADEI, Director, HR Development, Statistics Canada
- KAREN OYHENART, Director for HR, Diversity & Inclusiveness, TELUS

This session is sponsored by BMO  Financial Group

**10:00 — 10:30 am**

**Refreshment & Networking Break:  
"A Taste of Old Québec"**

This break provides an opportunity to meet colleagues and organizers of the *Canada's Top 100 Employers* project. Features a selection of traditional cheeses, pastries and refreshments inspired by Old Québec, selected by the Fairmont Royal York's Executive Chef, David Garcelon.

Breakfast sponsored by CGA Ontario



**10:30 — 11:30 am**

**Health Benefits: New Research on the  
Effects of Workplace Stress**



There is a growing body of evidence establishing a direct link between workplace wellbeing and health problems in individual employees. Increasingly, many employers are evaluating in-house workplace wellbeing programs not just for the improvements they make in employees' overall health, but also to stem the rising costs of health benefits and, on the horizon, possible legal liability where serious health problems arise from a lack of workplace wellbeing. This session is an opportunity to hear one of Canada's leading authorities on the emerging field of workplace wellbeing explain the current state of medical research in the area and highlight the most interesting employer initiatives.

- WENDY POIRIER, Principal, Towers Perrin

**11:30 — 12:15 pm**

**Earth-Friendly: Integrating Environmental  
Values Into Your Corporate DNA**



A silver lining on the recent economic turmoil is that organizations both large and small have been re-examining ways to reduce their environmental footprint. Reducing waste and cutting

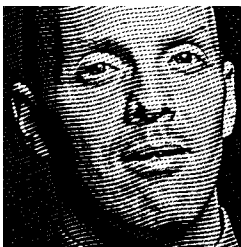
pollution doesn't just make economic sense in lean times – it's imperative if an organization wants to share the same values as its employees and customers. There's tremendous popular interest in employers that are integrating environmental values into their culture and, earlier this year, our *Canada's Greenest Employers*

competition actually received more magazine coverage than our national Top 100 competition. This session is an opportunity to learn first-hand how two employers that made this year's "Greenest" list went about integrating environmental values into their organizations.

- KAREN CLARKE-WHISTLER, AVP & Chief Environment Officer, TD Bank Financial Group
- MARIO PARON, Chief Human Resources Officer, KPMG LLP

### 12:15 — 1:30 pm

#### Media Luncheon: The Changing Editorial Landscape



An important consequence of recent economic events is that Canadians' priorities have changed – and the stories that media cover have shifted to reflect these changes. To be sure, there's a new emphasis on stability and security as well as an explosion of interest in topics such as pensions and other areas affected by the economic climate. But there's also a more subtle – and profound – change taking place in how working Canadians view

their relationship with employers and the role of the state, now reflected in the stories magazines and newspapers are covering. This special luncheon is an opportunity to meet two thoughtful journalists who covered this year's *Canada's Top 100 Employers* and hear their insights on the changing editorial landscape.

- NOEL HULSMAN, Editor, Small Business & Custom Content, The Globe and Mail
- TODD HUMBER, Managing Editor, Canadian HR Reporter

### 1:30 — 2:00 pm

#### Executive Briefing: Building Your Employer Brand with Award-Winning Creative



Leading organizations around the world are continuing to build their employer brands through skillful use of creative and other advertising techniques. These employers recruit and retain the best available talent by

effectively communicating their status as an employer-of-choice. Join one of Canada's best-known online recruitment executives as she presents award-winning recruitment advertising creative from around the world and explains Eluta's role in showcasing the winners of the Canada's Top 100 Employers competition.

- KIM PETERS, President, Eluta Inc.

### 2:00 — 3:00 pm

#### From Twitter to LinkedIn: Executive Briefing on Social Media & Employer Branding



New technologies are creating opportunities and risks for employers when it comes to extending their employer brand online. Social networking tools like Twitter, LinkedIn, Facebook and Eluta are changing

the way people find out about your organization. Progressive employers are using these technologies to attract new people to the organization and retain existing employees by making them more aware of key elements of the employer's brand. But these tools also cause new concerns for employers, especially in the areas of employee privacy and human rights. This session is an opportunity to join one of North America's thought-leaders in the field of social media as he presents an executive-level briefing on how these emerging technologies are changing recruitment and retention for the long term.

- STEVEN Z. EHRLICH, Global VP, TMP Worldwide Advertising & Communications, LLC

### 3:00 — 3:15 pm

#### Closing Remarks by Conference Co-Chairs & Special Air France Draw

Join the conference co-chairs for their closing thoughts and a summary of the key themes discussed. Make sure you are on hand for a very special prize draw: one lucky delegate will receive two business-class tickets anywhere in the world where Air France flies!



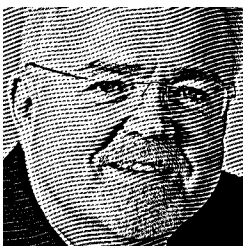
- RICHARD YEREMA, Managing Editor, Canada's Top 100 Employers
- TONY MEEHAN, Publisher, Canada's Top 100 Employers

## PART II. SPEAKER BIOGRAPHIES



**Jane Allen** is Chief Diversity Officer at Deloitte and is responsible for leading the firm's efforts to increase diversity and inclusion throughout the firm and to show leadership in the business community. Ms

Allen is a Partner in the firm's Toronto office and is leader of the firm's power and utilities practice, serving clients in Canada and internationally. She has more than 20 years experience in the energy sector, and has led engagements for major energy companies in the area of business strategy, organizational restructuring, operational improvement, and management of information systems. Prior to joining Deloitte, Ms Allen was a senior policy advisor with the Ontario Ministry of Energy, and with the Ontario Women's Directorate, where she was responsible for programs to advance women in business. She was also Assistant Dean at the University of Toronto's Faculty of Management.



**Kevin Aselstine FSA, FCIA** is a Managing Principal of Towers Perrin, and leads the firm's Ontario operations. He is responsible for maintaining Towers Perrin's high levels of client satisfaction, as well as

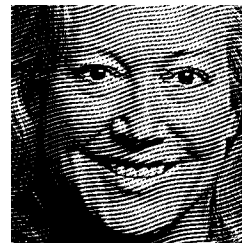
developing and implementing marketplace and workplace leadership plans. Mr. Aselstine has over 30 years of business and workforce management experience. His consulting work with HR and Finance executives on employee total rewards and related human resource management issues has focused on all aspects of design, implementation, communication and administration. He has worked with a cross-section of Canada's largest employers in many industries, including financial services, manufacturing, consumer package goods and technology. He is widely cited in the business press discussing workplace elements that influence attraction,

retention and engagement. Mr. Aselstine has an Honours B.Sc. from the University of Western Ontario and is a former chair of the Actuarial Advisory Committee of the Financial Services Commission of Ontario (FSCO). Mr. Aselstine currently resides in Toronto.



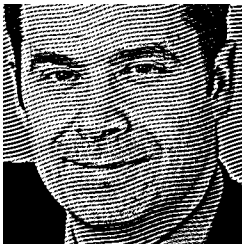
**Rachel Caballero** is Assistant Editor on the *Canada's Top 100 Employers* project. Ms Caballero is a member of the editorial team that reviews applications for the *Canada's Top 100 Employers* competition

and assists in writing the reasons for selection, detailing why the winners were chosen. Ms Caballero also does much of the editorial work on two of the special-interest competitions, *Canada's Best Diversity Employers* and the *Best Employers for New Canadians*. Born and raised in Toronto, she holds a Bachelor of Arts in English and Communication Theory from the University of Toronto. She currently resides in Toronto.



**Karen Clarke-Whistler** is AVP & Chief Environment Officer for TD Bank Financial Group, with responsibility for developing and implementing an environmental strategy that meets TD's stated goal of

becoming the environmental leader in North America's banking industry. A respected environmental scientist, Karen worked as an environmental consultant on projects around the globe in the field of sustainable development in the natural resource and energy sectors prior to joining TD. She has consulted extensively to global banks and has published articles on a range of topics relating to sustainable development and corporate responsibility. In 2009, TD was named one of Canada's Greenest Employers in recognition of the bank's comprehensive and progressive program of environmental initiatives.



**Nicolas Crook FSA, FCIA** is a Principal at Toronto office of Towers Perrin and a member of firm's global Workforce Effectiveness team. He has more than 20 years of experience, including one year seconded to

Molson Canada. Mr. Crook works across a broad range of industries, with some of Canada's largest organizations, including Irving Oil, Xerox Canada and Pepsi. He uses his subject-matter expertise in workforce effectiveness, and the design and funding of employee benefit and pension plans in particular, to help organizations link their HR and reward investments to business strategy. Mr. Crook has a BMath from the University of Waterloo and is a Fellow of the Canadian Institute of Actuaries and Society of Actuaries. He works out of Towers Perrin's Toronto office.



**Steven Z. Ehrlich** is a Global Vice President of TMP Worldwide Advertising & Communications, LLC and is based in New York City. Mr. Ehrlich is a leading authority on the use of emerging technologies

in the online recruitment space and has advised some of the world's largest employers on how to leverage social media and delivery channels to enhance their employer brand. He is a thought-leader at the world's largest recruitment advertising agency and spends much of his time developing large, strategic initiatives with many of the agency's high-profile and widely recognized brands. His prior roles include serving as a director of both *US News & World Report* and *The Princeton Review*.



**Mia Farrow** is an award-winning American actress who has starred in more than 40 films, including such classics as *Rosemary's Baby*, *Hannah and Her Sisters* and *The Great Gatsby*. Artistic and critical

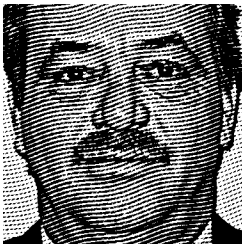
success, as well as fame, came to Mia Farrow at an early age, who was born as the daughter of Hollywood royalty

in 1945. Offscreen, her marriages to Frank Sinatra (1966) and André Previn (1970), as well her 12 year relationship with Woody Allen, kept Mia Farrow in the public eye in ways that weren't always easy for her. Yet, through it all, she has emerged with grace and serenity to become one of the world's leading advocates for the rights of people in need. Named by UNICEF as a Goodwill Ambassador, she has tirelessly worked to improve the lives of refugees in the Darfur region of Sudan and to eradicate polio, which she suffered from as a child. She has been steadfast in her advocacy of the voiceless and the oppressed, using her fame to focus public attention on issues that at times annoy even the most powerful. In 2008, when *Time* magazine included Mia Farrow on its list of the world's 100 most influential people, they observed "At a time in her life when many would be resting on their laurels, Farrow has chosen the path of activism by championing those who are most in need."



**Dr. Richard Florida** is a distinguished academic and leading public intellectual on the subject of the economic events of the past two years. His February 2009 interview in *The Atlantic* magazine, *The Great*

*Reset*, and seminal essay marked a turning point in our understanding of the recent economic crisis and its long-term consequences. Dr. Florida is the author of several internationally best-selling books, including *The Rise of the Creative Class* and *Who's Your City*, which focus on how the new "creative class" influences the prosperity of cities and regions. *Esquire* magazine has included Dr. Florida on their list of the "best and brightest" in America. He was recently named European Ambassador for Creativity and Innovation. Dr. Florida is Director of the Martin Prosperity Institute and Professor of Business and Creativity at the Rotman School of Management, University of Toronto. He has held professorships at George Mason University and Carnegie Mellon University and taught as a visiting professor at Harvard and MIT. Dr. Florida earned his Bachelor's degree from Rutgers College and his Ph.D. from Columbia University.



**Claude R. Graziadei** is Director of the Human Resources Development Division, Human Resources Branch, at Statistics Canada. In addition to responsibility for Human Resources Planning and for

Learning & Development programs, he is responsible for the agency's Employment Equity programs. Prior to assuming this role, Mr. Graziadei spent 10 years in various executive and management assignments in corporate services including corporate business planning. Prior to that, he spent 15 years as an analyst, program manager and project manager in business and trade statistics. Mr. Graziadei holds a Bachelor's degree in economics and a certificate of public administration from the University of Ottawa.



**Karen Hiltz** is the Manager of Human Resources at Christie Digital Systems. Ms Hiltz is a member of the steering committee of WRIEN (Waterloo Region Immigrant Employment Network) and

contributes as an advocate for employer engagement and in community involvement. She participates with a variety of organizations including the Working Centre, the YMCA, Conestoga College Internship Program and the Waterloo Region New Canadian Program. Ms Hiltz is also Director of Community Relations at Hrnet (a peer-to-peer group sponsored by Communitech) and a member of the Recruitment Council at Communitech, which is an organization of over 550 network members in the global technology industry located in the Waterloo Region.



**Noel Hulsman** is the small business editor of *The Globe and Mail* and one of the leaders of the Custom Content Group, a newly launched cross-departmental initiative. His responsibilities include

developing finance, technology and business content for print, digital and magazine environments. Prior to joining the Globe in 2005, Mr. Hulsman was the editor of *BCBusiness* magazine in Vancouver. He started his career

in the property development industry in Malaysia, before switching to business journalism in 1997. Mr. Hulsman has an Master of Arts in Urban & Regional Planning from the University of Waterloo and a B.A. in political science from McGill University. Originally from New Brunswick, he currently resides in Toronto.



**Todd Humber** is the Managing Editor of *Canadian HR Reporter*, the national journal of human resources management. He has been covering human resources and the working world as a journalist for about 10 years.

Prior to that, he served as a reporter and editor for various daily and weekly newspapers across Ontario. He studied history and political science at the University of Windsor, and journalism at Durham College.



**Hon. Jason Kenney** was appointed as Canada's Minister of Citizenship, Immigration and Multiculturalism on October 30, 2008. He was first elected to the House of Commons in 1997 and has been re-elected four times,

most recently with 73 percent of the vote. Mr. Kenney was appointed Parliamentary Secretary to the Prime Minister in 2006, and Secretary of State (Multiculturalism and Canadian Identity) in 2007. He was born in Ontario and raised in Saskatchewan, where he graduated from Notre Dame College. Mr. Kenney did undergraduate studies in philosophy at the St. Ignatius Institute of the University of San Francisco. He is a former Chair of the House of Commons Subcommittee on International Human Rights. Mr. Kenney served in a variety of positions in Opposition, including Finance Critic and Deputy House Leader.



**Dan McCauley Ph.D.** is a senior Towers Perrin consultant. He specializes in organizational diagnostics and employee research that focus on employee behaviour, actionable results and return-on-investment.

Mr. McCauley's responsibilities include working with

clients in designing and utilizing both quantitative and qualitative research, including all aspects of employee and management surveying. In his 15 years of practice, he has consulted with more than 300 companies on both first-time and ongoing employee survey initiatives. Mr. McCauley earned his Ph.D. in Industrial and Organizational Psychology from the University of Georgia and is a member of the Society for Industrial and Organizational Psychology. He works from Towers Perrin's offices in Chicago and Toronto.



**Tony Meehan** is the Publisher of the *Canada's Top 100 Employers* project, now entering its 10th annual edition. The Top 100 project, which started as a best-selling paperback, now reaches millions of Canadians every

year through 23 newspaper and magazine partners as well as online through the popular Eluta.ca job search engine. Mr. Meehan also serves as President of Mediacorp Canada Inc., the nation's largest publisher of employment periodicals, and is the Founder and Chairman of Eluta Inc. Since its inception, Mediacorp's employment guides have sold more than one million copies in 17 countries and, last year, the Eluta.ca search engine was used by over 4 million Canadians. Originally trained as a lawyer, Mr. Meehan holds degrees from Harvard University, the University of Toronto and the University of Western Ontario. He also holds a *Certificat* from the Université de Paris IV (Sorbonne). Raised in Nova Scotia, Mr. Meehan currently resides in Toronto.



**Yasmin Merali** is the Vice-President, Diversity and Workplace Equity, at BMO Financial Group. She is accountable for strengthening BMO's leadership position in diversity and workplace equity in

both Canada and the United States. As part of the Talent Management and Diversity team, Ms Merali is fully integrating diversity into workforce planning, recruitment, and talent strategies enterprise-wide. In 1983, she began her career articling with Thorne, Ernst and Whinney.

Subsequently, Ms Merali held a series of auditing and consulting roles with companies including: Boots Drug Stores, B.C. Rail, and Eastern Electricity in England. She joined BMO in 1994, and has held a wide range of roles, including Vice-President, Strategy and Business Planning, in the retail banking business group. Ms Merali has an MBA, a BSC, and holds a Certified Internal Auditor and a CA designation from British Columbia.



**Karen Oyhenart** is the Director of Human Resources, Diversity and Inclusiveness at TELUS. Her career in the telecommunications industry spans 32 years across several disciplines including finance,

front-line customer service and operations. For the last five years, Ms Oyhenart has held positions in human resources, supporting business enablement. When a position was created in 2007 to develop and implement a diversity strategy across TELUS, she knew without a doubt this was an opportunity of a lifetime. Ms Oyhenart is passionate about her role to promote the social and economic value of diversity and help foster a culture of inclusiveness that embodies the foundation of human equity. She resides in Vancouver.



**Peter Paul** is Project Leader of the ALLIES Project at The Maytree Foundation. Mr. Paul was born in Ethiopia, and lived in India and the U.S. before moving to Canada.

He earned a Ph.D. in public administration and urban affairs from the University of Akron (Ohio). Mr. Paul taught public administration and grants administration while working in local government as Senior Research Analyst for the county legislature. He entered public service as a program administrator on a U.S. Federal community development initiative on housing and urban development. Mr. Paul joined Maytree in 2008 as Project Leader of ALLIES, bringing with him experience in public policy analysis, community development and grants administration.



**Kim Peters** is President and Chief Executive Officer of Eluta Inc., our unique search engine that provides a quality search experience using proprietary algorithms, technology and human editing to connect job-seekers directly with employers, bypassing traditional job boards. Ms Peters is one of Canada's most seasoned executives in the online recruitment industry, with over 10 years experience in senior management roles. She is the founder of Workopolis.com, where she served as President & COO. Prior to launching Workopolis, Ms Peters oversaw the creation of GlobeCareers.com, Canada's first major online recruitment site. Most recently, she served as Vice-President of Recruitment Advertising at CanWest MediaWorks, where she oversaw the creation of Working.com. Ms Peters recently chaired a Member Congress of the International Association of Employment Web Sites and is a former member of the Board of Directors of ITAC, the Information Technology Association of Canada and chaired its committee on skills shortage. She is a frequent speaker and writer on trends and strategies for recruitment professionals.



**Zoran Veselic** is Vice-President of Visual Environments at Christie Digital Systems and is responsible for setting market strategies and helping to create new product and solution roadmaps for the company's simulation, advanced visualization/3D, Christie MicroTiles and control room customers globally. He leads his team in driving Christie's system integration and fulfillment of complex visualization solutions. Mr. Veselic is also responsible for helping accelerate product development cycles to ensure a continuous influx of new DLP- and LED-based products. He brings extensive knowledge of Christie's product lines and their diverse customer base, most recently serving as vice-president of Global Quality, a position he held from 2005 to 2007. He has held various other positions within the company, including director of product management for 3D/Virtual Reality and simulation solutions, senior test engineer and market development engineer. Mr. Veselic

obtained his P. Eng designation from the Professional Engineers of Ontario association in January 2002. He has a B.A.Sc. degree from the University of Banja Luka, in the former Yugoslavia, as well as a certificate in Systems Engineering from Marconi College in Chelmsford, England.



**Richard Yerema** is the Managing Editor of *Canada's Top 100 Employers* and is this country's most widely-read career author. Mr. Yerema oversees the editorial team that manages the *Canada's Top 100 Employers* project, which has been called one "of the most prestigious lists in Canadian business", as well as a series of 18 regional and special-interest competitions. Mr. Yerema is also the author of *The Career Directory*, now in its 17th edition, which lets young people find great employers that are looking for people with their academic qualifications. His editorial independence and quality of work is one of the most enduring and respected in the Canadian career field. Raised in Southern Ontario, Mr. Yerema is a graduate of the University of Toronto and currently resides north of Toronto.

## PART III. SPONSORS & EXHIBITORS

### TITLE SPONSOR

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**Towers Perrin** is a global professional services firm that helps organizations around the world optimize performance through effective people, risk and financial management. The HR Services business of Towers Perrin provides global human resource consulting and related services that help organizations effectively manage their investment in people, in areas such as employee benefits, compensation, communication, change management, employee research and the delivery of HR services.

### LUNCHEON SPONSORS

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Established by the Government of Canada, the **Foreign Credentials Referral Office (FCRO)** helps internationally trained individuals find the information and access the services they need to put their skills to work quickly in Canada. The FCRO delivers information, path-finding and referral services to internationally trained individuals in Canada and to prospective immigrants overseas. These services will help internationally trained individuals better use their skills and credentials in the Canadian labour force. The FCRO works with provincial and territorial governments, regulatory bodies, colleges and universities, employers and immigrant-serving organizations to fulfill its role.



The **Toronto Star** is Canada's largest newspaper, reaching over 2.1 million readers every week. With a 110 year history, the Toronto Star has won more National Newspaper Awards than any other news organization in Canada. The Toronto Star is our editorial partner on the *Greater Toronto's Top Employers* project and publishes a special editorial supplement each October announcing the competition's winners.

### RECEPTION SPONSOR

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A trusted partner to more than 40,000 Canadian organizations, **Ceridian** delivers best-practice human resource solutions that maximize the value of people. The company has over 40 years of experience in Canada, and conducts business from 10 locations across the country.

### BREAKFAST SPONSORS

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**Roche** is a world leader in providing pharmaceutical and diagnostic solutions that make a profound difference in people's lives. We are committed to innovative approaches to clinical trials for new drug therapies, and contribute to the infrastructure supporting governments, corporations and communities around the world. Globally, Roche employs roughly 75,000 worldwide and has R&D agreements and strategic alliances with numerous partners. Roche manufactures Tamiflu® (oseltamivir phosphate), an antiviral used in the management of influenza.



**Homewood Employee Health** provides employee assistance plans (EAPs) to employers across North America. For more than 25 years, Homewood has been improving the emotional health of employees in almost every industry, including retail, manufacturing, service, academic, emergency services, health care and government. Homewood currently manages EAP programs for over 200 employers, covering over 300,000 employees and family members.

## MAJOR SPONSORS

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### BMO Financial Group

**BMO Financial Group** is a diversified financial services organization, with assets of \$377 billion as of January 31, 2008 and more than 36,000 employees. BMO serves clients across Canada through its Canadian retail arm, BMO Bank of Montreal, and through its wealth management firms BMO Nesbitt Burns, BMO InvestorLine and BMO Harris Private Banking. BMO Capital Markets, its North American investment and corporate banking division, provides a full suite of financial products and services to our North American and international clients. BMO also serves personal and commercial clients in the United States through Chicago-based Harris.

### Manulife Financial

**Manulife Financial Group Benefits** offers supplementary benefits above basic provincial medicare plans including drug, health, dental, life, disability and other health benefits. More than 16,000 Canadian businesses have entrusted their employee benefit programs to Manulife Group Benefits. An industry leader in providing coverage for businesses of all sizes, from two employees to Canada's largest employers. Visit [www.manulife.ca/groupbenefits](http://www.manulife.ca/groupbenefits) to explore more group benefits information.

### tamm

**Tamm Communications'** award-winning specialty lies in creative employer branding and the design of visionary recruitment advertising strategies for their multi-sector client group. Viive Tamm, Executive Director, has over 30 years' tenure in this highly-specialized field and so takes particular pride in seeing the employee-owned company she co-founded listed as one of Canada's Top 100 and the Greater Toronto's Top Employers.



**TSI Executive Search** is a leading North American provider of executive search, recruitment and advisory/M&A services. For more than twenty years, they have been helping their clients acquire the best available human capital using a proven methodology that ensures

success. Their goal is to always have the value they bring to their clients be recognized as unprecedented.

### AIRFRANCE

For over 50 years, **Air France** has served Canada with its trademark luxury air service. Today, the airline operates three flights daily from Montreal to Paris and one daily departure to Paris from Toronto. Recently named 'Airline of the Year' by Air Transport World, the Air France-KLM group operates 2,000 daily flights out of Paris and Amsterdam and serves 225 destinations worldwide.

### Rotman

**The Joseph L. Rotman School of Management** at the University of Toronto is one of Canada's pre-eminent business schools. Offering degree and executive programs, Rotman was recently ranked 13th in the world by *BusinessWeek* magazine for the design and delivery of customized executive programs. Rotman is the academic partner on the *Canada's Top 100 Employers* project and chairs the competition's academic advisory board.

### eluta.ca

**Eluta.ca** is a vertical search engine that monitors new job announcements at employers across Canada. It lets job-seekers discover new jobs in Canada as soon as they are posted on employers' websites. Eluta.ca is the exclusive online home for the *Canada's Top 100 Employers* competition and hosts the editors' official "Reasons for Selection" for their national, regional and special-interest competitions. Discover the search engine the Toronto Star calls "a sea change for job-seekers".

## BREAK SPONSORS

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**Certified General Accountants of Ontario** is a self-governing body, which grants the exclusive right to the CGA designation, and controls the professional standards, conduct and discipline of its members and students in the province of Ontario. It comprises more than 18,000 certified general accountants and 8,000 students in the

CGA program. Broadly and deeply competent, certified general accountants (CGAs) are committed to meeting the needs of businesses and organizations with accounting and financial expertise, strategic insight, leadership and know-how. CGA Ontario's official charitable partner is Big Brothers Big Sisters of Canada and its affiliate agencies across Ontario.



**enCompassing Visions** is a fully integrated talent management software solution that combines job evaluation, organizational objectives and employee performance to create meaningful information. They help their clients recruit and retain the best employees through well-developed training plans, mentor matching and succession planning. They provide a customizable software package, along with professional, experienced advice. They want to see you build a competitive advantage through your most valuable resource – your people.



Founded in 1972, **T.E. Wealth** provides financial, investment, tax and estate planning services and is Canada's largest fee-only financial consulting firm. Their Corporate Services division provides group financial planning and training, as well as specialized financial, compliance and tax planning for executives and senior-level employees who have complex compensation packages.

## EXHIBITORS



**Best Doctors** connects seriously ill Canadians and their treating physicians with world renowned specialists to confirm the right diagnosis and the right treatment options, without having to leave home or incur any additional costs. By providing information to empower employees to take charge of their healthcare and make informed decisions together with their physician, the quality of their care is enhanced and better outcomes are realized.



**Bright Horizons Family Solutions** is the world's leading provider of employer-sponsored child care, early education and work/life solutions. The company operates nearly 700 child care and early education centers across the U.S., Europe, and Canada. Bright Horizons serves more than 700 clients and 70,000 children worldwide.



**Crown Relocations** is a global provider of mobility services for multinational corporations of all sizes. Its service personnel operate from more than 100 company-owned locations in over 40 countries.



**First Health Care** is a Canadian and fully accredited home health care organization promoting work-life balance by providing elder care solutions to over 1 million employees across Canada. Our Eldercare Select program provides direct access to home care, personal response systems and elder care consultations. Our corporate elder care program is a high-impact strategy to reduce caregiver strain.



**Granite Consulting**

**Granite Consulting** has built a reputation for excellence by changing the recruitment paradigm. We help organizations move from a reactive, transactional approach to a proactive and strategic recruitment solution that secures a pipeline of quality talent.



**Kenexa** provides business solutions for human resources. We help global organizations multiply business success by identifying the best individuals for every job and fostering optimal work environments for every organization. For more than 20 years, Kenexa has studied human behaviour and team dynamics in the workplace, and has developed the software solutions, business processes and expert consulting that help organizations impact

positive business outcomes through HR. Kenexa is the only company that offers a comprehensive suite of unified products and services that support the entire employee lifecycle from pre-hire to exit.



**MeritBiz** is Canada's premium travel management company, delivering innovative business solutions to companies looking for a customized program with high touch service and added value. We deliver global travel solutions with local insight through our exclusive partnership in Global Specialist Markets (GSM).



**Medisys Health Group** is a total healthcare solutions provider. Combining professional expertise with technological sophistication, we work hand-in-hand with over 4,000 corporate clients on the development of customized, comprehensive health management strategies. In addition to executive health, employee health management, independent medical assessments and medical imaging services, we provide health-related underwriting services to insurance companies. Founded on the objective of putting service back into healthcare, Medisys aims to set a new standard in the field of healthcare management.



As pioneers in providing solutions for managing generational differences in the workplace since 2003, **n-gen** is the partner of choice for industry leaders. n-gen's training programs, e-learning, toolkits and consulting services give front-line managers to the CEO the strategies and techniques they need to manage, engage and lead a multigenerational workforce.



Founded in 1948, **Robert Half International** (RHI), the world's first and largest specialized staffing firm, is a member of the S&P 500 index and a FORTUNE 500 company. RHI is a recognized global leader in professional staffing and consulting services and has more

than 360 locations through North America, Europe, Asia, Australia and New Zealand. Online job search services are available at [www.rhi.com](http://www.rhi.com).



**Taleo Business Edition** is the leading on demand talent management solution for small to medium sized businesses. The Taleo Business Edition suite of products; including Taleo Recruit, Taleo OnBoard, Taleo Perform and Taleo Comp brings best in class functionality, ease of use, and state of the art security and technology to companies at an affordable price. More than 3,500 leading companies worldwide use the Taleo Business Edition to source, hire, onboard and retain the employees needed to meet their business objectives.



The **University of Waterloo's Co-operative Education & Career Services** department operates the largest co-operative education program in North America, with more than 11,000 students enrolled in co-op programs and more than 3,000 active co-op employers.



Founded in 1975, **Sales Dynamics Inc.** is a specialty advertising firm serving customers in Canada and the USA. Sales Dynamics offers quality custom-imprinted insignia items and is among Canada's largest promotional products distributors.

## MEDIA SPONSORS



Founded in 1905, **Maclean's** is Canada's leading news magazine, reaching over 2.9 million Canadians every week. As Canada's largest English-language current affairs magazine, Maclean's leads the discussion on issues that matter to Canadians in the fields of international

affairs, social issues, national politics, business and culture. Maclean's is our editorial partner on the national Canada's Top 100 Employers competition and announces the winners each October in a special cover story.

## THE GLOBE AND MAIL

With roots dating back to 1844, **The Globe and Mail** is Canada's largest national newspaper and is considered Canada's newspaper-of-record. With a cumulative six-day readership total of just over 2.8 million, The Globe and Mail reaches a high quality readership, publishing the nation's largest and most trusted business section, the Report on Business. The Globe and Mail is our newspaper partner on the national Canada's Top 100 Employers competition and in October 2009 announced the national winners in a special editorial supplement.

## working.com

A division of CanWest Interactive Inc., **working.com** combines the reach of CanWest's 11 metropolitan newspapers and its Global TV network. The career site is national in scope, but focuses on local job-searching. Working.com incorporates editorial stories from the Canwest newspapers on winners from six of the regional "top employer" competitions.

## FINANCIAL POST

Founded in 1907, the **Financial Post** is the business section of the National Post newspaper. Distributed in every province and territory, more than 1.5 million Canadians read the Financial Post in an average week. The Financial Post is our editorial partner on the *Financial Post's Ten Best Companies to Work For* project and publishes a special editorial supplement each October announcing the competition's winners.

## THE VANCOUVER SUN

The Vancouver Sun is a distinguished broadsheet founded in 1912. The daily newspaper is read by over 800,000 residents in BC's Lower Mainland each week. The Vancouver Sun is our editorial partner on the *BC's Top Employers* project and publishes a special editorial supplement each October announcing the competition's winners.

## The Province

The Province is the largest daily newspaper in British Columbia. Founded in 1898, this quality tabloid is read by over 845,000 BC residents each weekday. The Province is our editorial partner on the *BC's Top Employers* project and publishes a special editorial supplement each October announcing the competition's winners.



Founded in 1858, the Times Colonist is the newspaper of record for the British Columbia capital. The daily newspaper is read by over 191,000 Victoria residents each week. The Times Colonist is our editorial partner on the *BC's Top Employers* project and publishes a special editorial supplement each October announcing the competition's winners.

## CALGARY HERALD

The Calgary Herald is the largest newspaper in Alberta. Founded in 1883, the broadsheet is read by over 476,000 residents of Southern Alberta each week. The Calgary Herald is our editorial partner on the *Alberta's Top Employers* project and publishes a special editorial supplement each October announcing the competition's winners.

## EDMONTON JOURNAL

Founded in 1903, the Edmonton Journal is read by over 470,000 Northern Alberta residents each week. The broadsheet was the first newspaper outside the USA to win a Pulitzer Prize. The Edmonton Journal is our editorial partner on the *Alberta's Top Employers* project and publishes a special editorial supplement each October announcing the competition's winners.

## The StarPhoenix

Founded in 1902, The StarPhoenix is the largest newspaper in Saskatchewan. The broadsheet reaches over 141,000 readers in Saskatoon each week. The StarPhoenix is our editorial partner on the *Saskatchewan's Top Employers* project and publishes a special editorial supplement each October announcing the winners.

## LEADER-POST

The Leader-Post is the newspaper of record for the Saskatchewan capital. Founded in 1883, the broadsheet reaches over 122,000 Regina residents each week. The Leader-Post is our editorial partner on the *Saskatchewan's Top Employers* project and publishes a special editorial supplement each October announcing the competition's winners.

## Winnipeg Free Press

Founded in 1872, the **Winnipeg Free Press** is the oldest newspaper in Western Canada. The broadsheet is published seven days a week and reaches over 125,000 readers across Manitoba. The Winnipeg Free Press is our editorial partner on the *Manitoba's Top Employers* competition and publishes a special editorial feature each October announcing the competition's winners.

## OTTAWA CITIZEN

The **Ottawa Citizen** is the largest newspaper in the nation's capital. Established in 1845, the broadsheet reaches over 474,000 residents of the Ottawa Valley each week. The Ottawa Citizen is our editorial partner on the *National Capital Region's Top Employers* project and publishes a special editorial supplement each October announcing the winners of this competition.

## The Gazette

**The Gazette** is Canada's oldest continuously published newspaper. Established in 1778, the broadsheet is Montreal's largest English-language newspaper and reaches over 579,000 readers each week. The Gazette is our editorial partner on the *Montreal's Top Employers* project and publishes a special editorial supplement each October announcing the winners of this competition.

## The Chronicle Herald

Founded in 1875, **The Chronicle Herald** is the largest newspaper in Eastern Canada. The broadsheet is Canada's largest independently-owned newspaper, reaching 395,000 readers in Halifax and across Nova Scotia each

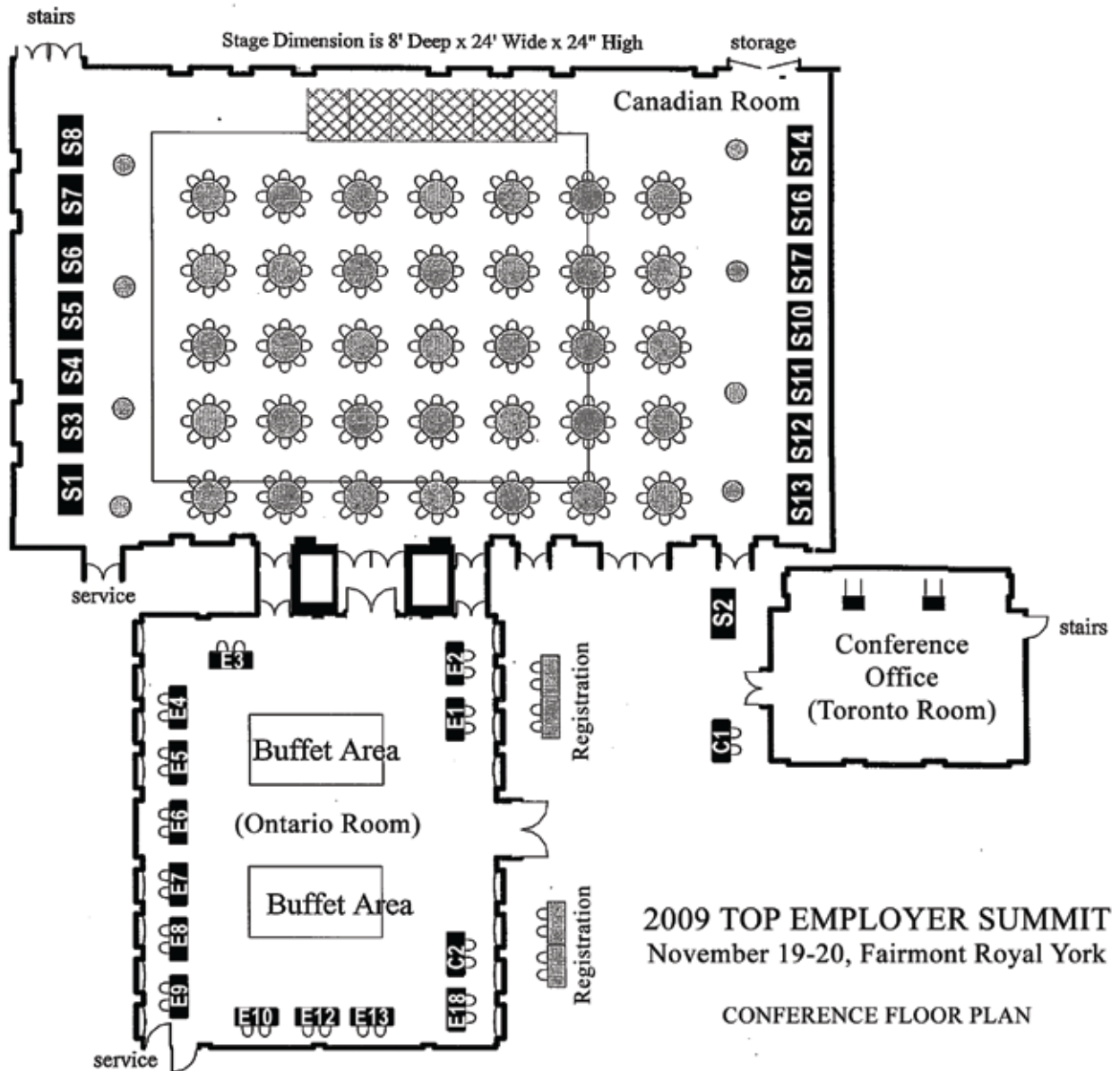
week. The Chronicle Herald is our editorial partner on the *Nova Scotia's Top Employers* competition and publishes a special supplement each October announcing the winners of this competition.

## Today's Parent

**Today's Parent** is Canada's largest parenting magazine, reaching over one-half million readers each month. With its other magazines (*Pregnancy & Birth*, *Newborn*, *Baby & Toddler*), *Today's Parent* reaches parents with children up to 14 years of age. *Today's Parent* is our editorial partner on the *Canada's Top Family-Friendly Employers* project and publishes a cover story each December announcing the winners of the competition.

**Sponsor & Exhibitor List:**

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|---|--|
| S1 Towers Perrin                          | E1 Taleo   |
| S2 Toronto Star                           | E2 MeritBiz  |
| S3 Citizenship & Immigration Canada / CIC | E3 Best Doctors  |
| S4 Canwest Newspapers                     | E4 n-gen People Performance Inc.                       |
| S5 Ceridian Canada Ltd.                   | E5 Robert Half   |
| S6 Hoffman - La Roche Limited             | E6 Kenexa Corp.  |
| S7 Homewood Employee Health               | E7 First Health Care Services                          |
| S8 Manulife Financial                     | E8 Crown Relocations                                   |
| S10 TSI Executive Search                  | E9 Medisys   |
| S11 Tamm Communications                   | E10 Bright Horizons                                    |
| S12 The Globe and Mail                    | E12 Granite Consulting                                 |
| S13 Eluta.ca                              | E13 University of Waterloo, Co-op Ed & Career Services |
| S14 CGA Ontario                           | E18 Sales Dynamics                                     |
| S16 TE Financial                          | C1 Air France  |
| S17 enCompassing Visions                  | C2 Rotman School of Management                         |
|   | C3 Maytree Foundation                                  |





[www.EmployerSummit.ca](http://www.EmployerSummit.ca)

The Top Employer Summit is the annual conference for the *Canada's Top 100 Employers* project, which also includes 18 regional and special-interest competitions.

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