

2021 SPRING MEMBER FORUM

FUTURE IN FOCUS:

Understanding New Imperatives

April 30, May 5, 7 and 14 – ONLINE EVENT

The COVID-19 pandemic demonstrated that no institution or individual alone can address the economic, environmental, social and technological challenges facing our complex world. The pandemic accelerated many of the systemic changes that were underway. As we move into recovery, it's essential to understand the lasting market impacts, learn from those organizations that thrived during the pandemic and most importantly, reset priorities and reform systems to address the even larger global challenges that are on the horizon.

The 2021 Spring Member Forum will focus on the economic and market changes that were underway or that have emerged as a result of the pandemic and their impact on the western transportation network. Speakers will examine the complexities of the three key imperatives—environmental responsibility, a new US administration and export markets—that will influence and shape the future of Canadian prosperity. An emphasis will be given to Canadian transportation trade networks, the significance of resiliency and why the climate crisis is more critical for transportation than ever before.

Register [online](#).

SCHEDULE

Friday, April 30: 10:00 - 12:00 (Pacific)

Session 1: Sustainability in the Canadian Context

Wednesday, May 5: 9:30 – 11:30 (Pacific)

Session 2: Point-Counterpoint: Canada and the New U.S. Administration

Friday, May 7: 10:00 - 12:00 (Pacific)

Session 3: Economic Realities & Resiliency

Friday, May 14: 10:00 – 12:00 (Pacific)

Annual General Meeting at 10:00 am (all members)

Board of Directors Meeting at 10:35 am (Directors only)

A note on format:

Since travel and large in-person conferences are restricted, the Forum will be held online. Though Forums are usually limited to the Official and Alternate representatives to the Council, we would like to take this opportunity to open up each session to all staff within WESTAC member organizations.

10:00 am Opening Remarks

Honourable Ric Mclver, Minister of Transportation, Government of Alberta
Lindsay Kislock, President & CEO, WESTAC

10:10 am Session 1: Sustainability in the Canadian Context**Part 1: Environment & Net-Zero for Transportation**

2030 is fast approaching—climate leadership is more urgent than ever before. The actions taken over the next decade will determine whether we can mitigate the most devastating effects of climate change. Working towards net-zero can support the recovery from the pandemic and lay the foundation for a sustainable future. Further, financial and insurance institutions, are increasingly expecting firms to have demonstrable plans and metrics in place to demonstrate sustainability.

Speaker:

Rob Bailey, Director, Climate Resilience, Marsh McLennan Advantage

Following Mr. Bailey's remarks, there will be a panel discussion on decarbonizing transportation and the opportunities for Canada.

Panellists:

Merran Smith, Executive Director, Clean Energy Canada

Camille Egloff, Managing Director & Senior Partner and Global Lead,
Transportation & Logistics Sector, Boston Consulting Group

Part 2: What's Next for Canadian Oil?

Energy experts will talk about the future of Canada's oil industry in terms of sustainability and what it would mean for the transportation industry.

Speakers:

Richard Masson, Executive Fellow, The School of Public Policy, University of Calgary

Norm Rinne, Vice President, Business Development, Trans Mountain Corporation

12:00 pm Session ends

Please note that all times are Pacific Daylight Time (PDT)

9:30 am **Opening Remarks**

Honourable Ric Mclver, Minister of Transportation, Government of Alberta
Lindsay Kislock, President & CEO, WESTAC

9:35 am **Session 2: Point-Counterpoint: Canada and the New U.S. Administration**

Canada is a trading nation, and the United States continues to be our most important trading partner. The trade relationship between the two countries crosses all industries and is vital to both nations' success. President Joe Biden's recent election has already had profound implications for the Western Canadian transportation trade network with the Keystone XL pipeline's cancellation. What else should be expected, and what should WESTAC members be prepared for? Former U.S. Ambassador to Canada, Bruce Heyman, and the Hon. Frank McKenna, former Canadian Ambassador to the U.S., will share their insights on this long-standing relationship.

Speakers:

Bruce Heyman, former U.S. Ambassador to Canada
Honourable Frank McKenna, former Ambassador to the United States

Part 2: Briefing on Creating a North American Railway

Canadian Pacific will brief Members on CP's plans to acquire Kansas City Southern Railway and create the first railway to operate in Canada, the U.S. and Mexico.

Speaker:

James Clements, Senior Vice President, Strategic Planning & Technology Transformation

11:30 am **Session ends**

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10:00 am Opening Remarks

Honourable Ric Mclver, Minister of Transportation, Government of Alberta
Lindsay Kislock, President & CEO, WESTAC

10:10 am Session 3: Economic Realities & Resiliency**Part 1: Economic Realities**

Companies and governments are grappling with COVID-19 and the challenging economic reality. During these uncertain times, Canadian exporters are facing new risks. WESTAC has invited EDC's Vice-President and Chief Economist, Peter Hall, to discuss how COVID-19 has affected the global economy and the outlook for Canadian companies and exporters.

Speaker:

Peter Hall, Vice President and Chief Economist, Export Development Canada

Part 2: Building the resilient organization: Insights for the transportation sector

In the wake of a tumultuous 2020, Deloitte's 2021 global resilience report explores the concept of organizational resilience. Based on a recent survey of over 2000 global CXOs (and over 200 from Canadian companies), Deloitte's research explores how these leaders coped with the unexpected challenges faced in the past year, and the playbook required for companies to overcome future disruption and to usher in a better normal.

In this panel discussion, we'll explore the five characteristics of resilient organizations that enable and promote nimble strategies, adaptive cultures, and the implementation and effective use of advanced technology. Additionally, we will discuss actionable insights for leaders in transportation sector to not only bounce back from disruption but use it as an opportunity to thrive.

Speakers:

Roxana Greszta, Partner and National Organizational Resilience Leader, Deloitte Canada

Ryan Ernst, Partner, Consulting & National Supply Chain Planning & Fulfillment Leader, Deloitte Canada

Breakout Session – Continue the Conversation

At the conclusion of the moderated discussion, participants will have the choice to continue the conversation with Roxana and Ryan. *We encourage you to be camera-ready and join us via video to fully participate in this breakout session.*

12:00 pm Session ends

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FRIDAY

May 14, 2021

10:00 am **Annual General Meeting (for all Members)**

10:35 am **Board of Directors Meeting (for Directors only)**

*The Agenda and background materials
for the AGM and Board of Directors meeting
will be provided in early May.*

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