

# Canadian Unconventional Resources Conference

## SPE Young Professionals Workshop

**November 7, 2013**  
**1:00 pm – 5:00 pm**

**Room Macleod E1, Telus Convention Center**



Join us at the Young Professionals workshop as we discuss the impacts of geopolitical and demographic changes on the Canadian energy industry.



### **Global Geopolitics & Changing Demographics**

**G. Bradley Moore**

*Portfolio Manager, SAGE Investment Advisors Ltd.*



### **Canadian Labor Shortage**

**Carla Campbell-Ott**

*Executive Director, Petroleum Human Resources Council*



### **Strategic Workforce Planning**

**Nanette Nerland**

*Sr. Associate, PricewaterhouseCoopers*

Keynote presentations will be followed by a panel discussion.

Cocktail reception and networking event to follow at 5pm at the **James Joyce Irish Pub & Restaurant** (114 8 Ave SW).

**Members - \$5 | Non-Members - \$10**

**Register Now!**

**Contact us ([calyp@spemail.org](mailto:calyp@spemail.org))**

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## Workshop Agenda

1:30 pm - 1:45 pm

### Welcome and Introduction

1:45 pm - 2:30 pm

### Global Geopolitics & Changing Demographics

G. Bradley Moore

*Discuss which parts of the globe will be facing demographic changes during the 21<sup>st</sup> century and how this will impact foreign policy and national growth.*

2:30 pm - 3:15 pm

### Canadian Labour Shortage

Carla Campbell-Ott

*Review where the current workforce shortages are in industry and what changes are required to maintain the Canadian economy.*

3:15 pm - 4:00 pm

### Strategic Workforce Planning

Nanette Nerland

*Learn about the strategies that companies implement in order to adapt to the changing workforce*

4:00 pm - 4:45 pm

### Panel Discussion

*keynote speakers will be joined by Robin Renowden, Head of Global Staffing & Workforce Planning at Nexen.*

4:45 pm – 5:00 pm

### End of Day Recap

5:00 pm

### Cocktail Reception and Networking Event

James Joyce Irish Pub & Restaurant (114 8<sup>th</sup> Ave SW)

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## **Meet our distinguished keynote speakers**



### **G. Bradley Moore**

Portfolio Manager  
SAGE Investment Advisors  
Ltd.

Brad has 30 years' experience in the investment industry and founded SAGE Investment Advisors Ltd. in 2010. He is a Chartered Financial Analyst (CFA) and is registered as a Portfolio Manager with the Investment Industry Regulatory Organization of Canada (IIROC). He started as a stock broker in 1983 with Moss Lawson & Company in Toronto. He then became a Vice - President at Merrill Lynch and in 2002 joined McLean and Partners as a Senior Portfolio Manager. Brad teaches a 6 week investment clinic through the University of Calgary's Continuing Ed Program. He created the Intelligent Investment Process. This formed the foundation for the Investor Learning Centre of Canada's Intelligent Investing Clinic series and their best-selling book How to Invest in Canadian Securities. Brad has instructed thousands of investment professionals and students through The Investor Learning Center of Canada, The Canadian Securities Institute, The Canadian Institute of Financial Planners and many Continuing Ed Programs. Brad has written articles and papers for the Calgary Herald, Alberta Oil Magazine, Upshot Magazine, Nickle's Daily Oil Bulletin, and The Financial Post. Brad graduated from the University of Western Ontario with a degree in Financial Studies.

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## Meet our distinguished keynote speakers



### **Carla Campbell-Ott**

Executive Director  
Petroleum Human Resources Council  
of Canada (A Division of Enform)

Carla joined the Petroleum Human Resources Council in 2009. In April 2013, the Petroleum HR Council was acquired by Enform Canada, as of October 1, 2013, Carla was named Executive Director, Petroleum HR Council (a division of ENFORM). Carla has led the organization to becoming a key provider of labor market information and strategic workforce intelligence and strategies for Canada's petroleum industry including the BC Natural Gas Workforce Strategy with a focus on LNG. Under her direction, she saw the development of occupational information and tools which have been utilized by stakeholders within industry, government, training and educational providers and job influencers. Carla also spearheaded several labor market transition initiatives. With over 25 years of industry and arts experience in senior and executive roles in strategy, marketing and business development, Carla has represented and built client interests throughout Canada and the USA. Previously she held roles with National Research Council, Industry Canada, Alberta Science and Technology Leadership Awards Foundation, Calgary Economic Development and the Calgary Philharmonic Orchestra. Carla Campbell-Ott holds a BMus from Northern Illinois University, BEd from the University of Saskatchewan and a MBA from Athabasca University.

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#### **Nanette Nerland**

Sr. Associate  
PricewaterhouseCoopers

Nanette has spent her career in functional and strategic human resource roles focused on providing people solutions that execute on organizational strategies and objectives. As an active member of the provincial Human Resources association and her local chapter, Nanette is aware of the current issues and trends impacting Human Resource departments and professionals. Nanette is recognized for her strong expertise in performance management, organizational development and employee engagement. She has extensive experience in leading and executing workforce strategy, career development, performance management, and employee recognition and engagement initiatives, and in leading effective change management.

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**Special thanks to our generous sponsor**



SPE YP Calgary is a vibrant group of Young Professionals that seek to engage junior members, foster growth in the society and develop future leaders in the petroleum industry through continuing education, professional development and by offering opportunities to expand industry networks.

For More information about SPE Young Professionals and to see our upcoming events visit [our website](#) or [contact us](#).  
You can also find us on [Facebook](#) and [LinkedIn](#).

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