

Innovative FALL GATHERING  
 CFUW ONTARIO WEST  
 Hosted by CFUW, Kitchener-Waterloo  
**Celebrate and Continue  
 the Legacy**

NOVEMBER 7, 2009  
 8:30 am - 3:00 pm  
 Bingemans Conference Centre  
 Kitchener

**Keynote Speech - BEING RELEVANT AND CONNECTING WITH YOUR COMMUNITY**

**David Marskell, Chief Executive Officer of the Children's Museum Of Waterloo Region**

David served for 12 years as Director of Marketing for the CNE, and more recently, spearheaded strategic initiatives and partnerships at Ontario Place. In his first year at the Children's Museum, his entrepreneurial spirit, imagination, event marketing and problem-solving skills resulted in the museum turning a profit for the first time.

**Plenary Session - MARKETING CFUW IN THE 21<sup>st</sup> CENTURY**

**Ginny Dybenko, Dean of the Wilfrid Laurier School of Business and Economics**

With over 30 years of corporate experience and a strong academic background, Ginny is known for creating innovative technological solutions for critical business problems. She has served as head of marketing for a high tech start-up, and was also President and CEO of Bell Advanced Communications.

**Morning Workshops (Choose One)- CELEBRATE AND CONTINUE THE LEGACY**

**CELEBRATING THE CFUW HERITAGE**

**LYNNE WOOLSTENCROFT** is the CFUW Regional Director for Ontario West and the former Mayor of Waterloo. Lynne will help us celebrate the rich heritage of CFUW in this region and remind us of our many achievements.

**LEADERSHIP IN CHALLENGING TIMES**

**JANET WILLIS** through her own management training firm established in 1984, provides management / staff training to a variety of public / private institutions, most recently, McMaster University and Hamilton Health Sciences.

**Afternoon Panel - REINVENTION STRATEGIES FOR CFUW**

**DIANE WOLFENDEN** is an investment advisor with RBC Dominion Securities and the chair of the Greater Kitchener-Waterloo Chamber of Commerce. Diane has re-invented her career four times and will talk about partnering with the community.

**BARBARA SPRONK**, PhD in Anthropology and former Executive Director of the International Extension College in Cambridge U.K. has been a consultant to education projects in over 25 countries and will talk about re-invention strategies for CFUW.

**MYRTA RIVERA** founded the Multicultural Centre for Kitchener-Waterloo, a first of its kind in Canada. She has reinvented herself as chaplain at St Mary's Hospital. She was also the first woman on the board of the Greek Orthodox Church, and is now an active member of Trinity United Church.

**We invite members of all levels of club experience to attend this timely, thought-provoking event.**

The \$50 fee covers the full program, continental breakfast, coffee/ tea break, and lunch.

Inquiries – CFUW, KW: 519-740-5249 or [query@cfuwkw.org](mailto:query@cfuwkw.org)

**TO REGISTER & PAY, go to [www.bingemans.com](http://www.bingemans.com), and click on "Events".**

**REGISTRATION CUT OFF OCT. 28**

**CFUW ONTARIO WEST - Fall Gathering Nov. 7, 2009 Hosted by CFUW, Kitchener-Waterloo  
Bingemans Conference Centre, 425 Bingemans Centre Dr. Kitchener [www.bingemans.com](http://www.bingemans.com)**

**AGENDA**



8:30 – 9:00	Registration and Continental Breakfast
9:00 – 9:10	Introduction - Lynne Woolstencroft
9:10 – 10:10	Keynote Speaker - David Marskell "Being Relevant and Connecting With Your Community"
10:10 - 10:20	Break
10:20 – 11:20	Plenary Speaker: - Ginny Dybenko "Marketing CFUW in the 21 <sup>st</sup> Century"
11:20 – 11:30	Break
11:30 – 12:30	Workshop Choice - "Celebrating the CFUW Heritage" <b>OR</b> "Leadership in Challenging Times" ( <b>Choice made at conference</b> )
12:30 – 1:30	Buffet Lunch (and Waterloo Region tourism presentation)
1:30 – 2:45	Afternoon Panel - "Reinvention Strategies for CFUW"
2:45 – 3:00	Wrap Up

**LOCATION**

**Bingemans Conference Centre – Berkeley Room** 425 Bingemans Centre Drive, Kitchener

- Off Victoria Street North at Lackner Blvd. - **OR** - take Hwy 85 to the Wellington St. Exit and go East
- For more detailed directions and map go to [http://www.bingemans.com/conferences/contact\\_directions.php](http://www.bingemans.com/conferences/contact_directions.php)

**REGISTRATION ( CUT-OFF DATE—OCT. 28)**

The **\$50 fee** covers full program, continental breakfast, coffee/tea break, and lunch. Register and pay online or by mail.

- **Online (preferred method. Site is verified and secure) --** Go to [www.bingemans.com](http://www.bingemans.com) and click on **Events**. Follow the instructions.
- **By Mail:** Please fill out the form below, and with your cheque for \$50 made payable to "CFUW, K-W", send to:  
Esther Gascho 171 Islington Ave, Kitchener, ON. N2B 1P6 ( 519-743-8465)

**ACCOMMODATIONS**

**Hotel accommodation - Radisson Hotel** 2960 King St. E. Kitchener 519-894-9500 (near Fairview Park Mall); Contact hotel directly and mention **special CFUW Conference rate at \$104.99 + tax per room**

**Billeting -** Limited availability: Contact Pam Krokoszynski directly at 519-669-8524 - 8 Green Warbler Cr. Elmira, ON, N3B 1A4

**REGISTRATION FORM –If paying by cheque (payable to CFUW, KW), please print, and tear off for mailing. If paying online, your confirmation email will include this form to be emailed back to us. For any inquiries, contact CFUW, KW at: [query@cfuwkw.org](mailto:query@cfuwkw.org) or 519-740-5249**

Name:	
Address:	
Phone:	Email Address:
Club:	
Dietary or Other Needs	
Attendee List	For networking purposes, a list of all CFUW attendees and their contact information will be inside each conference package. If you <b>do not</b> wish to be included in this list, please indicate with an "X" _____ <b>I do not wish to be included in the attendee list</b>