



RMA Conference Sponsors

The Receivables Management Association of Canada (RMA) proudly acknowledges our 2011 Conference Sponsors:

Platinum Sponsors:



Gold Sponsors:



Please be sure to visit the Silent Auction, which will be open during all of Tuesday's events.

In support of Credit Institute of Canada's Scholarship Fund

Sponsored by:





Conference Agenda

Tuesday, November 15, 2011

5:30 - 7:00p.m. | **President's Reception - Wine & Cheese**

Sponsored by our 'Gold' participants

7:00 - 7:05 | **Opening Remarks**

Larry Pomfret - Master of Ceremonies, RMA Canada

7:05 - 8:00 | **President's Reception - Dinner**

Sponsored by our 'Gold' participants

8:00 - 8:15 | **President's Inaugural Speech**

Sponsored by our 'Gold' participants



George Preece - Canadian Tire Bank

George is the head of the Recoveries Division with Canadian Tire Bank, a subsidiary of Canadian Tire Corporation located in Toronto Ontario Canada. Canadian Tire Bank provides services and products adding trust and value to the Canadian Tire brand.

With over 25 years credit management experience, his career began in the Bank of Montreal and Bank of Nova Scotia. Thereafter, he expanded his focus into the equipment industry with International Harvester Credit Corporation, G.E. Capital and Xerox Corporation. The opportunity to move into the retail card business became realized with an opportunity with one of Canada's premier companies resulting in his current position at Canadian Tire Bank.

In this role, George governs contract negotiations, agency/buyer selection process and manages the relationships, audit programs and infrastructure with the service providers of Canadian Tire Bank focusing on overall performance and mitigation of brand risk. As an active seller of receivables since 1999, Canadian Tire Bank, under George's leadership have a robust forward flow program combined with aggressive strategies to recover outsourced pre and post charge off debts including Insolvent debtors within the Bankruptcy Insolvency Act. George has been a presenter at the SCORE Conference held in Toronto, Ontario, Canada, CRS and DCS conferences in the US., along with other speakers from North America and Europe.

8:15 - 9:00 | **Presentation - Privacy and Social Media**

This session is sponsored by: **Techcom**



Jesse Hirsh - Owner/Operator, Metaviews.ca

Jesse Hirsh is an internet strategist, researcher, and broadcaster based in Toronto, Canada. He has a weekly nationally syndicated column on CBC radio explaining and analyzing the latest trends and developments in technology using language and examples that are meaningful and relevant to everyday life. He owns and operates Metaviews.ca, a think tank which focuses on research and consulting around new media business models. Jesse's perspective on technology, media and privacy will help RMA members focus their efforts and investment on the cutting edge.



Conference Agenda

Wednesday, November 16, 2011

7:00 - 9:00a.m. | **Breakfast**

This session is
sponsored by:



9:00 - 9:05 | **Opening Remarks**

Larry Pomfret - Master of Ceremonies, RMA Canada

9:05 - 9:15 | **President's Message - The Future of RMA**

George Preece - Canadian Tire Bank

9:15 - 9:50 | **Presentation - RMA Canada Impacting Government Policy**

This session is
sponsored by:



Howard Mains - Co-President, TACTIX

Howard Mains has more than 25 years of combined public service, business and consulting experience, affording him the distinctive ability to implement highly effective government relations strategies for private sector clients.

His experience includes directing or leading a variety of public affairs strategies – ranging from grassroots lobbying, to industry-wide advocacy efforts, to government relations campaigns that build awareness and support for client issues. Prior to joining TACTIX in 1998, Howard was a member of the environmental and public affairs practice groups of Burson-Marsteller and National Public Relations. From 1985 to 1989, he served on the staff of Hon. Paul Dick, Minister of Public Works and Government Services.

Howard will discuss the impact that a strong Receivables Management Association of Canada can have on every level of governmental decision-making. Lobbying by industry associations has brought about substantial change in governmental policy over the past number of years and Howard will help our association ensure that we have all the tools necessary to make a difference.

In addition to earning an MBA from the Richard Ivey School of Business, Howard holds a B.Sc. from Cornell University and is a graduate of Kemptville College of Agricultural Technology. Howard has been recognized by his peers with the honour of the Ivey Alumni Award for his service to the Richard Ivey School of Business over several years.

9:50 - 10:25 | **Presentation - Trends in Bankruptcy and Insolvency**

This session is
sponsored by:



Ginette Trahan - Director General of Outreach Services, Office of the Superintendent of Bankruptcy

Ginette Trahan has more than 25 years of experience in key positions with Canada's national insolvency regulator, the Office of the Superintendent of Bankruptcy (OSB).

She began her career in the insolvency field in 1984 as an Official Receiver in the Toronto office of the OSB. Ginette worked in a number of OSB offices across the country and, in 1991, she became the manager of the OSB Quebec City Office. She subsequently went on to perform various national functions at the OSB's head office in Ottawa including those of Deputy Superintendent, Programs, Standards and Regulatory Affairs; National Director, Compliance and Investigations; Deputy Superintendent, Operations; and, most recently, those of Director General, Outreach Services.

Ginette graduated in 1983 from the University of Québec in Trois-Rivières with a Degree in Business Administration. She obtained her International Master of Management from McGill University in 2008. She has been licensed as a Bankruptcy Trustee since 1991.



Conference Agenda

Wednesday, November 16, 2011

10:25 - 10:45 | **Coffee Break**

Sponsored by our 'Gold' participants

10:45 - 11:20 | **Presentation - PIPEDA and Receivables Management**

This session is sponsored by:  **TransUnion.**



Robin Gould-Soil- PIPEDA, Office of Privacy Commissioner of Canada

Prior to joining the OPC, Robin was the Chief Privacy Officer of TDBFG, a position she held since November 2000. In this role, she was charged with overseeing the development and execution of the Bank's global privacy strategy as well as that of insurance, securities and other subsidiaries in Canada.

Robin responsibilities included championing a strategic approach to privacy enterprise-wide; ensuring the integration of privacy management into business planning and operations, fostering the development of a privacy culture and mindset within the organization through privacy training, education and other communications; advising employees on resolving privacy complaints and requests; monitoring risk/control issues and developing tools to help implement, monitor and evaluate compliance through the organization; and liaising with external privacy bodies and industry groups.

Robin is a recognized privacy leader within Canada. She has obtained CIPP/C certification. Robin is a former executive member of the Canadian Chief Privacy Officers' Association; CMA privacy and ethics committee and is on the Advisory Board of the International Association of Privacy Professionals (IAPP) as well as a member at the Canadian Bankers Association's privacy specialist group. As a privacy practitioner, Robin brings to the table first-hand experience working in the many domains affected by privacy. Since first joining TDBFG, over 25 years ago, she has held positions and accumulated diverse knowledge in all areas of the business, from production development, project management, operations management and IT thought-out the organization.

11:20 - 11:55 | **Presentation - Branding and Public Perception**

Sponsored by our 'Gold' participants



Mike Colledge - President of Canadian Public Affairs, Ipsos Reid

Mike joined Ipsos Reid in 1997 after more than twelve years of working within both social and economic portfolios of the Government of Canada. Mike's background and expertise covers all facets of public and private sector communications as well as government policy development.

Since joining Ipsos Reid Mike has worked on hundreds of qualitative and quantitative studies and projects. The policy and program objectives that Mike's work has supported have ranged from encouraging people to donate blood or stop smoking to positioning and communicating the Government of Canada's annual Budget.

Currently he works with most of the major Federal Departments as well as a number of large national associations and private sector clients. Mike provides advice and counsel to his clients on a wide range of public affairs, communications and policy issues. He helps clients conduct and use public opinion research to gain a better understanding of their target audience and to translate this understanding into efficient and effective policies, programs, communications strategies and marketing initiatives.

Mike will speak to the RMA conference about the power of branding and how an industry association can impact public perception. His talk will help RMA Canada to focus efforts on refining public perception to create a stronger industry association and, ultimately, a stronger industry.

12:05 - 12:45p.m. | **Lunch**

This session is sponsored by:  **CANADIAN TIRE**
FINANCIAL SERVICES



Conference Agenda

Wednesday, November 16, 2011

12:45 - 1:20 | **Presentation - Growing for Gold**

This session is
sponsored by:



Cheryl Pounder - Gold Medal Champion, Team Canada

Cheryl Pounder (mother of 2 young daughters) was born in Montreal into a family of hockey enthusiasts: A grandfather, who was GM of the Montreal Junior Canadiens, and her hockey-playing older brothers. The rink in the family's backyard also helped to set her on the path to excel at Canada's national sport. Upon moving to Mississauga, Ontario, she achieved the status of athlete of the year at both her high school and Wilfrid Laurier University, where she earned an honours degree in Kinesiology.

She has played on Canada's 1994, 1999, 2000, 2001, 2004, 2005 (All-Star Defenseman) and 2007 World Championship Hockey teams. Cheryl was voted the top defenceman at the 2002, 2004, 2007 and MVP at the 2005 Canadian Women's Hockey National Championship.

Cheryl has recently worked for TSN as an in-studio analyst and colour commentary broadcaster.

Cheryl will share with the RMA her personal journey towards what is without a doubt, her greatest career accomplishments: Her 2 Olympic Gold Medals in Salt Lake City and Torino.

1:20 - 2:45 | **Presentation - What's Changing & What's Happening?**

Sponsored by our 'Gold' participants



Provincial Government Regulators

TBA – OPC Quebec

Brian Pitkin – Ontario

Darren Thomas – Alberta

Sean Sisett – British Columbia

2:45 - 3:00 | **Coffee Break**

Sponsored by our 'Gold' participants

3:00 - 3:35 | **Presentation - Competing Against the Status Quo**

This session is
sponsored by:



Berta Banks - President, Banks & Dean

Berta Banks is passionate about people. As the founder and President of Banks & Dean, Berta focuses her passion with meaningful insights gained from over 20 years of experience bringing leaders in organizations more effective approaches to their talent management. Berta does not shrink from stimulating organizations and their leaders to become more agile, think about their thoughts and beliefs, and to innovate their talent management practices. An energetic speaker, Berta offers RMA her unique approach to the talent challenges that every organization faces, an approach that integrates the comprehensive measurement of both individuals and their work into how to make sound hiring decisions, develop stronger leaders, and align their talent processes to support their organization's strategic needs.

Berta personally leads management mentoring and collaborative team building programs to assist her clients to achieve their goals, as well as educating them on understanding scientific assessment tools for recruiting and mentoring purposes. Her incisive analysis of human and systemic roadblocks is balanced with sensitive leadership facilitation and coaching for humane change. Berta works extensively with senior leaders to build attract and retain Top Talent and build a high performance culture.

3:35 - 3:40 | **Closing Remarks**

Mark Ball - Bank of Montreal