



Year *in* Review 2024

A MESSAGE FROM NUVYN PETERS, CEO

To our dear Axis Connects Community,

Reflecting on the past year, I am proud to share the strides we have made together in advancing gender diversity and leadership excellence across Calgary's business community. This year, we celebrated a significant milestone with the integration of Axis Connects and Board Ready Women—a partnership that strengthens our commitment to supporting and accelerating the advancement of women in leadership.

We were also pleased to welcome new team members and announce our new board of directors at the 2024 Calgary Influential Women in Business (CIWB) Awards. These additions bring a wealth of expertise and passion to our mission, ensuring we continue to deliver meaningful programs, workshops, and networking opportunities that empower women to achieve their professional potential.

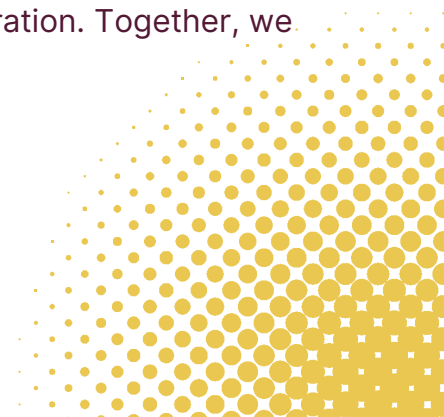
I'm thrilled to announce that the CIWB Awards are April 16, 2025 at the Calgary TELUS Convention Centre. This is your opportunity to recognize the changemakers who are advancing gender diversity and inclusion in business. Since its inception in 2020, the CIWB Awards have become one of Calgary's most anticipated events, bringing together over 1,400 visionaries each year to honour leaders who are shaping the future of our business landscape.

Sponsorship opportunities for the 2025 CIWB Awards are now available and selling quickly. I encourage anyone interested to connect with our team at hello@axisconnects.com to secure your spot. This is a unique opportunity to align your brand with one of Calgary's most prestigious events while supporting the advancement of gender diversity in business.

Our community has experienced exceptional growth this year, surpassing 5,400 individuals—a testament to the increasing demand for connection, development, and recognition within our network. As we look to 2025, we are excited to expand our programming, offering even more opportunities for professional development, networking, and mentorship.

Thank you for your continued support and belief in the power of collaboration. Together, we are reshaping the future of leadership, one step at a time.

With gratitude,
Nuvyn Peters
CEO, Axis Connects



BOARD OF DIRECTORS



Arun Chandrasekaran

Head of Energy Investment
Banking at National Bank
Financial



Heather Culbert

Board Chair of Axis Connects &
Board Ready Women,
Independent Board Director



Dawn de Lima

Executive Vice-President,
TC Energy



Jenna Kaye

CEO, Odyssey Trust
Company



Jennifer Koury

Independent Director



John Kousinioris

President & CEO, TransAlta



Rich Kruger

President & CEO, Suncor



Catherine Samuel

Partner, McCarthy Tétrault



Marnie Smith

Managing Director, Russell
Reynolds Associates



Katie Smith-Parent

BD, Industry Diversification,
Spartan Controls



Curtis Stange

President & CEO, ATB
Financial

A GROWING TEAM, A GROWING MISSION

This year marked an exciting chapter for Axis Connects and Board Ready Women as we welcomed new members to our operating team. These talented individuals bring diverse expertise, innovative thinking, and a shared passion for advancing gender equity in the workplace. Their contributions have already strengthened our ability to deliver impactful programs, workshops, and networking opportunities that empower women to realize their professional potential.

As Axis Connects and Board Ready Women further solidifies its partnership, we are poised to achieve even greater success in the year ahead. Together, we are expanding our reach, enhancing our offerings, and deepening our partnerships with organizations committed to creating inclusive, diverse workplaces.

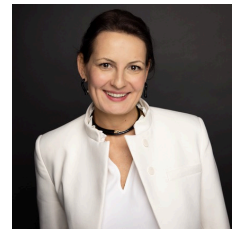
Looking to the future, our capable team is ready to take on new challenges and opportunities, driving transformative change in Calgary's business community and beyond. With their leadership, Axis Connects is not only delivering on its mission but is also set to redefine what's possible in advancing gender diversity in corporate Canada.



Nuvyn Peters
CEO, Axis Connects



Alexandra Stante
Executive Director, Axis
Connects



Katarina Seckarova
Executive Director, Board
Ready Women



Alexis Berezan
Director, Programs and
Partnerships, Axis Connects



Claire Edwards
Program and Marketing
Manager, Axis Connects



OUR IMPACT

At Axis Connects and Board Ready Women, we are on a mission to advance gender equity in Calgary's business community by equipping women with the tools, resources, and networks to thrive in leadership roles. This year, we celebrated remarkable progress, driven by our alignment with the UN Women's Empowerment Principles (WEPs)—a globally recognized framework for fostering systemic change. Together with our members, partners, and supporters, we are building an inclusive, diverse workforce that recognizes and values women's contributions at every level of leadership.

1  PRINCIPLE

High-level corporate leadership

2  PRINCIPLE

Treat all women and men fairly at work without discrimination

3  PRINCIPLE

Employee health, well-being and safety

4  PRINCIPLE

Education and training for career advancement

5  PRINCIPLE

Enterprise development, supply chain and marketing practices

6  PRINCIPLE

Community initiatives and advocacy

7  PRINCIPLE

Measurement and reporting

In support of

WOMEN'S EMPOWERMENT PRINCIPLES

Established by UN Women and the UN Global Compact Office



Advancing Representation and Membership Growth

We are thrilled to report that Axis Connects achieved **33.5% membership growth** in 2024, welcoming **836 new members** and expanding our community to over 5,400 individuals. Board Ready Women also saw significant growth, **increasing membership by 28%**, bringing our total to **392 globally** across Canada, the U.S., and beyond. Together, we facilitate opportunities for women to move from mid-level management to senior leadership and board positions.

These milestones underscore our commitment to **UN WEP Principle 4: Promoting Education, Training, and Professional Development**. From skill-building workshops to networking opportunities, our programs provide women with the knowledge and support to navigate barriers and accelerate their careers. By connecting women to opportunities for growth and advancement, we create pathways to leadership that impact both individuals and organizations.

Creating Leadership Opportunities

This year, Board Ready Women promoted **331 board postings**. We connect accomplished, board-ready women with meaningful opportunities, fostering inclusive corporate governance that benefits businesses and communities alike.

Since our inception, women's representation on Alberta-based boards has risen from **12% in 2018 to 27% today**, a **15% increase** that highlights the power of targeted mentorship and advocacy. Our impact on corporate boards in Alberta is undeniable. These efforts reflect **UN WEP Principle 1: Establishing High-Level Corporate Leadership for Gender Equality**, ensuring women's voices shape corporate governance and decision-making.

Driving Community and Organizational Change

Through events like the Leadership Forum, which brought together over **600 attendees** from **166 companies**, and **Career Development Dialogues**, which reached **511 participants** this year, we create spaces for bold conversations and meaningful connections. Attendees described these events as "a highlight of the year," with **85% planning to return** in 2025.

By fostering collaboration and alignment across stakeholders, we fulfill **UN WEP Principle 6: Promoting Community Initiatives and Advocacy**, advancing systemic change and championing diversity as a shared value.

Building Inclusive Workplaces and Cultures

We collaborate with organizations to develop equitable workplace policies and cultivate inclusive environments, reflecting **Principle 2: Treating All Women and Men Fairly in the Workplace**. From mentorship programs to strategic collaborations, we challenge systemic barriers and cultivate environments where everyone can thrive.

Through initiatives like the **Calgary Influential Women in Business Awards**, which recognized and celebrated **six outstanding leaders** this year, we also elevate role models and inspire change, showing what's possible when organizations prioritize diversity and inclusion.

Measuring What Matters

We believe in the power of metrics to drive accountability and progress. We regularly track key success indicators, such as board placements, membership growth, and event impact, as well as survey our membership to report on the status of gender equity in the workplace, to evaluate our progress and refine our approach.

In 2024, 29% of Leadership Forum attendees joined for the first time, demonstrating our ability to reach new audiences and expand our influence.

Our commitment to **UN WEP Principle 7: Measuring and Reporting** ensures we remain transparent and data-driven, allowing us to refine our approach and sustain progress over time.

Every initiative, program, and partnership we launch is rooted in our shared vision of a business landscape where women's contributions are valued and gender equity is the standard. We are proud to be leading this transformative work, guided by our mission to elevate women and redefine leadership for the betterment of all. Together, we are creating a legacy of inclusion and empowerment that will resonate for generations to come.



CIWB 2024

CALGARY
INFLUENTIAL
WOMEN
IN BUSINESS
AWARDS
2024

The fifth annual Calgary Influential Women in Business Awards, presented by National Bank Financial and TransAlta, brought together our largest audience yet – more than 1,300 people came together to recognize six outstanding honourees.



Lorraine Mitchelmore
Independent Director

Jennifer Massig
CEO, MAGNA Engineering Services

Doreen Cole
EVP, Downstream Manufacturing, Cenovus

Alicia Quesnel
Managing Partner, BDP LLP

Wendy Beauchesne
CEO, Alberta Cancer Foundation

Bryan de Lottinville
Founder and Chief Evangelist, Benevity

The CIWB Awards event raises funds for Axis Connects programming throughout the year, including workshops, networking and events, all to support women on their journey towards leadership positions and professional potential.



THANK YOU to our sponsors who give generously to advance diversity in leadership and celebrate Calgary business leaders who have set the bar for professional excellence.

**Save the Date For
2025 CIWB Awards:
April 16, 2025**

LEADERSHIP FORUM



The Calgary TELUS Convention Centre was vibrant with energy on November 13, as leaders in all sectors across the city joined us for the third Leadership Forum, powered by ATB. The day offered thought-provoking, dynamic and engaging conversations sparked by our incredible roster of speakers. More than 600 mid-to senior-level professionals gathered to challenge preconceived notions of leadership, network and build strong partnerships.

The 2024 Forum had a resounding message: gender diversity in the workplace is a strategic advantage, a driver of innovation and a surefire way to success. Together, we can collectively work to advance women and create a more inclusive and equitable standard.



600+

Total Attendees

166

Companies Represented

14

Corporate Sponsors

50%

Year-over-Year Attendance Growth

85%

Plan to Attend Next Year

29%

First-Time Leadership Forum Attendees

27%

Speakers Identifying as People of Colour

27%

Speakers Identifying as Male

“The promotion of women in business is really important to our economy and to our future. It’s great to have the Margaret Thatcher’s of the world who will power their way through, but ultimately, for most people, you need a critical mass to get that kind of change. I know that’s what Axis is doing and doing successfully.”

-The Right Honourable Stephen J. Harper, Keynote Speaker

CAREER DEVELOPMENT DIALOGUES

In 2024, our Career Development Dialogues (CDD) series brought together 511 participants over five thought-provoking events, each designed to inspire, educate, and empower professionals on their career journeys.

*Networking, Learning & Empowering: Strategies for Advancing Your Professional Journey with **Jim Parkinson***



*Empowering Alberta's Future: Participation of Women in Alberta's Economy with **Tanya Fir**, Alberta's Minister of Arts, Culture and Status of Women*



*Persuasion, Influence & Power with **Joanna Shea** of **Negotiations Collective***



*Transformative Leadership: Unleashing Team Potential with **Amanda Julien** of **Monark***



*Championing Change: Empowering women to Lead with **Curtis Stange & Allison Comeau** of **ATB Financial***

"I'm grateful for the opportunities to connect with amazing women in our city and the opportunity to learn lessons from leaders and experts that can be put into practice in my own life and shared with other women in my network."

-2024 Axis Connects Career Development Dialogue Attendee

LUNCH WITH A LEADER

In 2024, the Lunch with a Leader program hosted **11 events**, welcoming **118 members and 11 accomplished leaders** who shared their expertise and unique perspectives. From corporate executives to industry trailblazers, each session sparked invaluable conversations and fostered deeper professional relationships among attendees.

2024 LEADERS INCLUDE:

- Denise Man
- Katherine Emberly
- Judith Athaide
- Heather Culbert
- Jane Fedoretz
- Kelly Schmitt
- Arun Chandrasekaran
- Rhona DelFrari
- Gina Grandy
- Sippy Chhina
- Kent Ferguson



If you are interested in featuring a leader in 2025, please reach out to us at hello@axisconnects.com

"As a mother of three I've spent most of the last decade focusing on my family and work, with no time for social networking and seeking mentorship and career guidance. As I've recently started a new business and we are focused on growth and business development, I realize how important social networking and relationships are. Axis provides incredible opportunity to learn from incredible trailblazers in our own city and women who have faced many challenges, some similar to what I've experienced and/or will experience. "

-2024 Axis Connects Lunch with a Leader Attendee

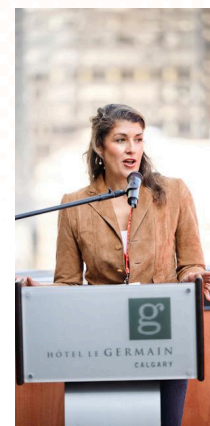
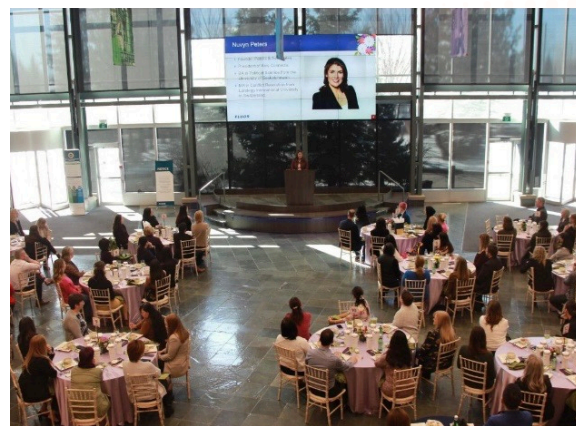
CORPORATE ENGAGEMENT

This year, we've deepened our commitment to advancing workplace equity by designing innovative corporate programs and services that empower organizations to actively support and accelerate gender diversity within their leadership teams. As we continue to leverage our collective networks and expertise, we're excited to empower companies across Calgary—and beyond—to build stronger, more inclusive teams and workplaces. Here's how we're driving impact:

- **Corporate Partnerships with Purpose:** We're collaborating with organizations ready to make meaningful progress in advancing women's leadership, offering tailored solutions that align with their diversity, equity, and inclusion (DEI) goals.
- **Innovative Program Development:** From exclusive training sessions and premium workshops to actionable resources, our initiatives are designed to equip corporate teams with the tools they need to foster inclusive cultures and build diverse leadership pipelines.
- **Research Hub:** We're establishing ourselves as a go-to resource for workplace diversity insights. By exploring critical topics like parental leave, recruitment practices, and leadership representation, we're helping organizations implement data-driven strategies that make a lasting impact.

SELECT 2024 INITIATIVES INCLUDED:

- Facilitating a session on "Overcoming Promotion Bias" at a prominent oil and gas company corporate retreat.
- Providing best practices on developing parental leave policies for a midstream company.
- Discussing leadership barriers at a corporate International Women's Day event.
- Partnering with the Calgary Chamber of Commerce for Confluence YYC.
- Axis Connects was the featured case for the 2024 Deloitte Community Case Competition (DC3).
- Panelist at the Next Gen Men 2024 conference.



If you are interested partnering with Axis Connects in 2025, please reach out to us at hello@axisconnects.com



NETWORKING EVENTS

HATCH STAMPEDE SPEAKER SERIES (JULY 4)

In partnership with **Hatch** and **WPC Energy Canada**, this event featured **Axis Board Chair and Co-founder Heather Culbert**, who shared insights on advancing women's leadership in the energy sector. Industry leaders joined to explore innovation and profit through inclusivity.



AXIS STAMPEDE EVENT (JULY 9)

Our most attended Stampede event to date welcomed **over 600 guests**, including new friends and long-time supporters. With remarks from **Premier Danielle Smith**, the event raised proceeds for **Wings of Hope breast cancer charity**.



WOMEN'S ECONOMIC PARTICIPATION ROUNDTABLE (SEPTEMBER 6)

Hosted by **Axis** and joined by **Mayor Jyoti Gondek**, this roundtable convened over a dozen of Calgary's leading women to discuss enhancing women's roles in business, leadership, and the city's future.



WINTER, WINE & WHISKEY HOLIDAY NETWORKING (DECEMBER 16)

Axis celebrated the season with **80 members of our community** in an energetic evening of storytelling, reflection, and connection.



BOARD READY WOMEN

WWW.BOARDREADYWOMEN.COM

MEMBERSHIP

Board Ready Women currently has **392 members**, up from **306** at the beginning of the year.



BOARD POSTINGS

This year, Board Ready Women promoted **331 board postings** through our website:

44%

for Crown board positions

51%

for non-profit board positions

5%

for for-profit positions



Ready to take your leadership journey to the next level? Become a member today and be part of the movement driving gender diversity and shaping the future of board leadership in Canada.

BOARD READY WOMEN

WWW.BOARDREADYWOMEN.COM

EVENTS

Board Ready Women hosted **8 successful events** focused on education, skill-building, and knowledge sharing, followed by networking sessions. These included:

- **Navigating AI Opportunities and Challenges (Calgary & Edmonton)**
- **ACE Board Certification Program**
- **Board Ready Women Toronto Kick-Off Event**
- **Board Ready Women Montréal Kick-Off Event**
- **Networking with Purpose and Structure**
- **Crisis Management for Boards**
- **Board's Role in Strategy**



COLLABORATION EVENTS AND INITIATIVES

- **Allies in Energy** – Executive Forum
- **Higher Landing Inc.** – Creating Opportunities for Women on Boards
- **Community Now! Magazine** – Board Ready Women feature



SPECIAL MEMBER EVENTS / VALUE-ADDED INITIATIVES

In-person:

- **InterGen** – Private Equity Governance Program (2 days)
- **International Women's Forum** - Fireside Chat with Isabelle Courville, Chair of CPKC's Board
- **McCarthy Tétrault** – Conversation with H.E. Madeleine Chenette, Ambassador and Permanent Representative of Canada to the OECD

Axis Connects/Hatch Speaker Series – The Future of the Energy Sector

- **Hugessen** – Executive Compensation and CEO Succession: Key Insights and Trends

Webinar:

- **Hugessen** - Trends and Insights from the 2024 Proxy Season – Navigating Modern Boardroom Challenges



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