

# EWB PLATFORM DAY 2026 — AGENDA

**Overarching Theme:** *Managing Your Business in a Shifting Global Environment* delivers A practical roadmap helping New Brunswick's women-led SMEs navigate global shifts with Atlantic-ready strategies.

## The Problems (2026 Context)

- ✓ 54% insufficient demand (CFIB) → Scaling in Uncertain Markets
- ✓ Tariff hikes and supply chain risks → BDC Trade Resilience Roadmap
- ✓ "Buy Canadian" + weak CAD → From Local Roots to Global Reach
- ✓ Founder fatigue and low brand visibility → Women's Health Stories Project
- ✓ Tech overwhelm and skill/time barriers → Technology Without Overwhelm

## WHY THIS AGENDA WINS FOR NB

- Data-driven insights tailored to Atlantic realities.
- Global lessons adapted through Angele Miller's local scaling blueprint.
- Practical tactics: pricing, supply resilience, digital efficiency.
- Balanced growth: tech adoption with wellbeing and storytelling.
- Community impact through the Women's Health Stories Project.

## RESULT

- Women leave EWB Platform Day 2026 with:
  - One new growth path mapped.
  - One resilience strategy ready to deploy.
  - One automation solution activated.
  - One personal health story submitted.

## OFFICIAL WELCOME

8:30–9:00 — Registration, setup, networking, and coffee & tea service.

09:00 -9:30

Wallace MacMurray Room

## Opening Remarks: Acknowledgment of Invited Dignitaries and Valued Sponsors



**The Honourable  
Louise Imbeault**  
New Brunswick's  
Lieutenant Governor



**Donna Reardon**  
Mayor of Saint John



**Whilna Stewart-Franklin**  
UPS, Community Relations  
Director  
*Special National Guest*



**David Eisnor**  
Futurpreneur, Regional  
Director, Atlantic Canada  
*Special Regional Guest*



**Lisa Pattman**  
Special Guest Host, Director of  
Membership & Business  
Development, SJ Chamber of  
Commerce

## KEYNOTE SPOTLIGHT

10:00 -10:30

Wallace MacMurray Room



### Angele Miller

Multi-founder (Abundant by Design, Inca Glow, Creekside RnR Glamping), franchise creator & investor

### How a New Brunswick Founder Scales Businesses in a Shifting Global Environment

10:45- 11:15 — Coffee, tea, a variety of snacks, networking, and exhibitor time.

11:15-12:00

MAIN ROOM

Wallace MacMurray Room

### New Sources of Growth, Sales, Customers and Business Models for 2026



### Facilitator: UPS

Target: Retail, services, e-commerce, B2B

12:15-13:45 — Lunch featuring an entrepreneur-inspired menu (hot soup and sandwiches), networking opportunities, exhibitor time, and sponsor announcements.

**12:30 — EWB HEALTH STORIES**  
**Your voice shapes the conversation.** Submit your story today to fuel the foundation for the 2027 Atlantic awareness campaign.  
*Selected stories from participants will be featured in the Story Spotlight section of The EWB™ Project Review 2024-2026.*

## THE TARIFF PIVOT & LOCAL SOLUTIONS

14:00 - 14:30

### FIRESIDE CHAT

**MAIN ROOM**

Wallace MacMurray Room



### Navigating the 2026 Shift: A Roadmap for New Brunswick's Economic Resilience



**Shannon Merrifield**, CEO, The SJ Chamber of Commerce



**Sarah Prince**, Senior Account Manager, BDC



Atlantic Canada Opportunities Agency

Target: Women SME owners in manufacturing, retail, food, tourism, and export-dependent sectors

14:30- 15:00 — Coffee, tea, a variety of snacks, networking, and exhibitor time.

15:00 - 15:30

**MAIN ROOM**

Wallace MacMurray Room



**Facilitator: Natacha Dugas**, Founder of WEVRR and Marketing Systems Architect

Target: Women in Business who want automation results without overwhelm

14:30- 15:00 — Coffee, tea, a variety of snacks, networking, and exhibitor time.

## THE EWB IMPACT LIST CELEBRATION

16:00 - 16:45

Wallace MacMurray Room

### EWB Impact List 2026: Honoring the Resilience & Success of NB Founders and Leaders

Unveiling the 2026 Impact List: Recognizing excellence across key categories. Real stories of women navigating this new economic phase with creativity and collaboration.

Emceeding:

Tania Valbuena



Michael Sadavoy

## BREAKOUT ROOMS

11:15-11:45 PARALLEL

PERSONAL BRAND

Boardroom

### Position Yourself as the Reliable Choice When Customers Hesitate



Facilitator: Claudine Pohl, Founder and CEO, Lemoneight

Target: NB women in hospitality, tourism, and service-based businesses.

14:00 - 14:30 PARALLEL

HR & RETENTION

Boardroom

### 4 Pillars to Protect Your Team (and Yourself) When Markets Shift



Facilitator: Rufina Ajalie, 20-year HR leader and author of Open Roads, Open Hearts

Target: Women SME owners under pressure to lead teams through turbulence, needing data + humanity to retain talent when competitors can't.

15:00-15:30 PARALLEL

VIP FOUNDERS NETWORKING

Boardroom

### Conversations VIP with Local Business Owners: Real Strategies for Leading in a Shifting Environment



Guest: Jas Chohan (JC Realty Team & ERB Builders Ltd.)



Guest: Jessica Mackenzie, Owner, Pastry Chef at JLM Patisserie



Guest: Alona Kovalyshyna (Care2Pets, Saint John)



Guest: Sophie Etuhube, Founder & CEO of MamaJay Photography



Moderator: Kayla Johnson, Kayla Co.

16:30 - 16:35

Wallace MacMurray Room

### Closing Remarks



Tania Valbuena & Daniel Meza

The EWB™ Project Leadership Team

# THE POWERHOUSE BEHIND THE PROJECT



## BLUEFIRE STRATEGIC COMMUNICATIONS

Communications & marketing agency

Business number: 716882758 RT0001

### OPERATES IN ONTARIO AND NEW BRUNSWICK

Serving non-profits, startups, and industry-specific innovators. We specialise in strategic communications, content marketing, and brand positioning that cuts through the noise with smart, insight-driven execution.



## DRAGONFLY AGENCY

Events management, tech and strategy agency

Business number: 743335416 RT0001

### BASED IN NEW BRUNSWICK

Experts in experience design, logistics, and creating impactful community gatherings that drive connection and change.

# POWERING EWB2026, THE YEAR OF MOMENTUM



# THANK YOU FOR YOUR CONTINUED COMMITMENT TO EMPOWERING WOMEN IN BUSINESS