

FAMILY ENTERPRISE LEADERSHIP SERIES



Business Family Breakfast Women in Family Leadership Panel Discussion

June 6, 2023 @ 8:00AM - 10:00AM
Peter Lougheed Hall, University of Alberta
11011 Saskatchewan Dr NW, Edmonton, AB

Connect with the business family community over breakfast and gain insights into the experiences of accomplished women in family business leadership roles through a moderated panel discussion and Q&A.

Panellists: Sarah Baptiste, CEO & President, ArrKann Trailer & RV Centre; Tina Naqvi-Rota, CEO, Cameron Corporation; Jillene Lakevold, Vice President, All Weather Windows

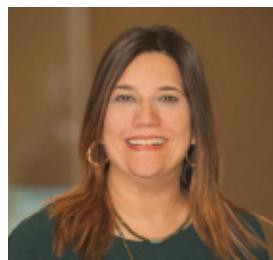
Moderator: Lesley Williams, Director, Park Paving & ABFI Advisory Board Member

Sarah Baptiste is keeping the love of the RV camping lifestyle alive as the third generation of the Friedenbergs family to run the business. Sarah graduated from the University of Alberta with her Bachelor of Commerce degree in 2005. She joined the family business the same year. In 2010 Sarah completed her Certified Management Accounting designation (now known as a CPA) and in 2014 she took over from her father as the CEO of the company. Sarah was an EY Entrepreneur of the Year Finalist in 2018 & 2022 and was recognized with a Business Leaders award in Edmonton in 2022 as well.

As the leader of her company, Sarah strives to share her passion for the RV lifestyle with her customers and staff. As an RV enthusiast herself, she appreciates the opportunity it provides people to slow down, reconnect with friends and family, and escape the fast paced world of everyday life.



Sarah Baptiste
ArrKann Trailer & RV Centre
CEO & President



Tina Naqvi-Rota
Cameron Corporation
CEO

Tina Naqvi-Rota has over 30 years of experience in the real estate development arena. She is the CEO of Cameron Corporation, an Alberta-based, real estate development company focused on the development and management of commercial, residential, and multifamily projects.

Tina achieved her Civil Engineering degree in 1990, and her MBA in 1995, both from the University of Alberta. She obtained the ICD.D designation in 2019.

Tina is a member of Association of Professional Engineers and Geoscientists of Alberta (APEGA), International Council of Shopping Centres (ICSC), Young Presidents' Organization (YPO), Institute of Corporate Directors (ICD), International Women's Forum Canada, Edmonton Chapter (IWF), CREW, and a past member of National Association of Industrial and Office Properties (NAIOP).

Over the years, Tina has used her education, life experiences, and love of giving back to



the community, to help numerous associations, organizations, and committees, some of which include Norquest College Board of Governors, Board of Directors KV Capital Mortgage Fund, Alberta School of Business Dean's Advisory Council, and Autism Edmonton.

Jillene started her career at All Weather Windows in 2006 as a Manufacturing Analyst, working directly with employees on the manufacturing floor and implementing process improvements. A couple years later, she moved to the role of National Service Manager where she enhanced service delivery to customers in the residential channel. She became General Manager (AB) in 2011 and further developed and expanded All Weather Window's commercial channel. Jillene's knowledge and expertise quickly led to a role where she was responsible for identifying and validating high potential business opportunities as the Director of Corporate Strategy and Relations and, shortly after that, to her role as Director of Sales/Architectural Channel Lead. In this position, she oversaw sales and operations within the commercial, institutional and multi-family residential spaces.

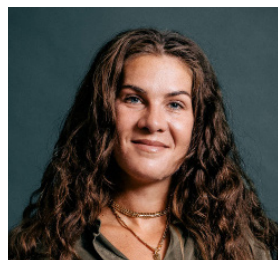
Jillene has extensive experience within each channel of All Weather Windows, combining her strategic skills, development knowledge and ability to build relationships along the way. Jillene continued to become the VP of Manufacturing with full accountability for Plant Operations in two locations including Supply Chain, Engineering/R&D, Manufacturing and Distribution. Today, she is the Vice President of Special Projects working on strategic initiatives in support of growth.

Jillene is keenly interested in developing both business and relationships in her industry and her community and has done so in a variety of volunteer roles. She has participated on several boards, including the Canadian Manufacturer's and Exporter's Association, the Integrated Project Delivery Alliance, the Alberta Construction Association and as Vice-Chair of the Edmonton Construction Association Board. As Past President of the Edmonton Glenora Rotary Club, Jillene is equally passionate about her local and international community. She currently sits on two community boards, the Edmonton Police Foundation (EPF) and the Capital Region Housing Foundation.

Jillene holds a Bachelor of Commerce from the University of Alberta and a Masters in Business Administration (MBA) from Queen's and was recognized as Top 40 under 40 Class of 2019.



Jillene Lakevold
All Weather Windows
President



Lesley Williams
Park Paving
Director
ABFI
Advisory Board Member

Lesley Williams is a mom of three wonderful kids – Isla, Harper, and Cecelia. She received her BA from the University of Alberta and holds an ICD.D designation.

Lesley and her sister Jill run max & maude, a children's apparel, footwear, and gift boutique in Sherwood Park. She is a director of By Dr. Mom – a company that makes functional, educational, and trusted products designed by physicians, made for children. She currently serves as board chair of Park Paving Ltd., her family's construction business, and director of several family holding companies. Lesley is a member of the advisory board at the Alberta Business Family Institute and her family has been involved with ABFI since 2005.

She is passionate about public education and chairs the Elk Island Public Schools Committee of School Councils. Lesley competed as a national level swimmer in her youth and continues to value fitness and challenging herself – she completed her first Ironman in 2022 and looks forward to more in the future.

