What does meaningful communication mean to me? A look into unique communities.

The pipeline industry has a broad spectrum of stakeholders that must be engaged throughout the pipeline lifecycle. Each community and stakeholder group has different wants and needs when it comes to information, engagement and communication methods. So how does industry effectively reach and engage important stakeholders?

This session is a listening opportunity for industry, and features a moderated discussion with members of a diverse set of groups who will each outline their specific needs and the best way to reach their communities when it comes to industry communication.

 Moderator – Cyril Elbers, director, communications, Canadian Energy Pipeline Association (CEPA)
Cyril is an experienced Public Affairs and Communications leader with over 15 years of experience in the natural resources, government, and non-profit sectors. Passionate about sustainable development, Cyril has led and delivered strategic programs including socio-economics, community investment, sustainability reporting, supplier diversity and change management. He has held management positions at TransCanada Corporation, Deloitte and BearingPoint, and obtained a Master’s degree from the London School of Economics.

Panelists

Chief Ernie Crey – Chief, Chiem First Nation
(Bio to come)

Lori Ackerman – Mayor, Fort St. John
Lori was born in Manitoba and raised in all four western provinces. She has lived in the Peace region since 1980 and in Fort St. John since 1988.

She is the mother of 3 children and step-mom of 3. Married to Andy and together they have 11 grandchildren.

Prior to getting involved in politics, Lori was very active in non-profit organizations. Included in these are: Soccer, Scouts, United Way, Rotary, Chamber of Commerce, and Homeless shelter society.

Lori was first elected to City Council in 2005 and started serving as a Director for the Peace River Regional District in 2006. She was honoured to take on the Mayor’s seat in November 2011.

Lori’s background is in marketing, economic development and small business counseling and she is a graduate of the Institute of Corporate Directors’ Governance Essentials Program and completed the Northern Lights College Business Management Diploma program.

As the Family Service Director of the Salvation Army in FSJ from 1997 - 2002, Lori was instrumental in creating the City's first staffed homeless shelter, 5 day/week soup kitchen and larger foodbank. She became a Foodsafe instructor to ensure the volunteers and staff were properly trained for their positions.
Lori was offered the position of Executive Director of Sci-Tech North (the Science, Innovation and Technology council for NEBC), and bid farewell to the Salvation Army. With this position, Lori worked with entrepreneurs and innovators in North East BC to assist them in taking their idea from "concept to commercialization". It is from this experience that Lori has seen proof that BC can harvest its natural resources and with the use of innovative BC born technology, doing it more efficiently, effectively and leaving a lighter footprint.

In recognition of her community involvement in 2002 and 2012, Lori received the Queen's Jubilee Medal and in 2005, she received the Silver Acorn for her distinguished service to Scouting.

Lori was named one of the Top 35 Most Influential Women in BC in February of 2016. She represents the community on many local, regional and provincial boards and committees.

**Alexis Bonogofsky – Board member, Pipeline Safety Trust**

Alexis Bonogofsky is a fourth-generation Montanan, goat and sheep rancher, writer and photographer who lives and works along the Yellowstone River in southeastern Montana. For ten years she managed the Tribal Lands Partnership Program for the National Wildlife Federation. She is a member of the board of directors of the Pipeline Safety Trust and the Montana Environmental Information Center. In 2011, her family farm was impacted by an Exxon oil pipeline spill underneath the Yellowstone River.