

## Empowering Future-Ready Energy

### Connecting energy students and industry

Discussions around energy continue to take place all over the world and at practically every level, including the role that fossil fuels will play within the overall energy equation. There is no question, nor any argument, regarding the need for all forms of energy as peoples around the world continue to make material and economic progress, with an unabated appetite for reliable & affordable energy! As people, organizations, industries, and countries transition towards more sustainable practices and renewable forms of energy, how will individual careers evolve within this changing energy landscape? What types of opportunities will exist for students enrolled in studies currently and young professionals already in the energy industry, what additional training will be required, what opportunities will exist, and how can they transform their training to meet future needs? These and many other questions & thoughts were part of a spirited and lively panel discussion during an event jointly organized by Canadian Society for Unconventional Resources (CSUR) and the Southern Alberta Institute of Technology (SAIT).

The session was hosted and moderated by Lisa Weatherby, Dean of the MacPhail School of Energy at SAIT. The distinguished panelists included:

- Rhona DelFrari, Chief Sustainability Officer & Senior VP, Stakeholder Engagement – Cenovus Energy
- Jackie Rafter, President / Founder – Higher Landing Inc.
- Jeffrey Tonken, Chief Executive Officer & Chairman of the Board – Birchcliff Energy Ltd.

The overall theme and consensus during the session was that all forms of energy will be required in the near-term as the complex narrative around “Sustainability” and “Energy Transition” takes form. As the panelists indicated, these terms apply to all industries (not just Oil & Gas) and to all of humanity (globally). In addition, together with sustainable forms of energy, the corresponding technologies and infrastructure will also need to be sustainable. However, corporations will need to be even more strategic and transparent with their business goals & protocols to secure financing and operate under the scrutiny of the ESG (Environmental, Social & Governance) lens.

For individuals, the concept of “life-long learning” will become synonymous with sustainable personal growth to stay current & relevant in the energy industry. Current estimates suggest only a “6-year shelf life” for technology before re-training will be necessary or that the technology has become outdated or obsolete. Professionals will need to become even more strategic, adaptable, and flexible to remain marketable within an increasingly competitive workforce. Soft and social skills such as critical thinking, emotional intelligence & empathy, community engagement, staying informed, being able to cultivate, foster & retain relationships, and creativity will be paramount for a successful career in the Evolving Energy Industry.

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### SUMMARY

Join this industry panel discussion to learn about careers in energy as the industry transitions towards more sustainable practices and renewable forms of energy. Hosted by SAIT's Dean of the MacPhail School of Energy, Lisa Weatherby, the

panel will answer students' top-of-mind questions related to their future energy careers, and discuss opportunities in the energy industry as it transitions.

Panelists include:

- Rhona DelFrari, Chief Sustainability Officer & Senior Vice-President, Stakeholder Engagement at Cenovus Energy
- Jackie Rafter, President/Founder of Higher Landing Inc.
- Jeffery Tonken, President, Chief Executive Officer & Chairman of the Board at Birchcliff Energy Ltd..

Find out more about the energy talent pipeline and hear the panel discuss the issues that concern SAIT students and the future careers coming up through the energy transition.

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### PANELISTS



#### **Rhona DelFrari**

Chief Sustainability Officer & Senior Vice-President, Stakeholder Engagement -Cenovus Energy

As Chief Sustainability Officer & Senior Vice-President, Stakeholder Engagement, Rhona works to ensure environmental, social and governance (ESG) considerations are embedded in the company's strategy and business plans. Rhona is also responsible for leading the company's communications efforts and building strong relationships with stakeholders. This includes working with Indigenous community members, government officials and community partners.

Rhona has been with Cenovus and its predecessor company since 2008, with roles in media relations, external communications, strategy and stakeholder engagement. Before joining Cenovus, Rhona spent 15 years as a journalist and senior leader in television newsrooms across the country including CBC and Global.

Rhona has always been committed to giving back to her community through volunteer positions primarily focused on supporting new Canadians and empowering women to move out of poverty. She currently serves as Chair of the Board for Immigrant Services Calgary and is a supporter of the Momentum organization. Additionally, Rhona is active in several industry and business organizations including the Canadian Association of Petroleum Producers (CAPP), C.D. Howe Energy Policy Council and EXCEL Partnership. She is a Board member of the Canadian Chamber of Commerce and sits on the Advisory Council for the University of Ottawa's Positive Energy Project.

Rhona has a combined honours degree in Journalism and Mass Communications from Carleton University and an MBA specializing in global energy from the University of Calgary's Haskayne School of Business.

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#### **Jackie Rafter**

President/Founder - Higher Landing Inc.

Jackie is a natural catalyst, entrepreneur and business builder with two decades of experience in the professional services industry, and a knack for "making things happen". Having worked in five countries, she built two successful executive search firms, founded Canada's first publicly traded company with an all-female Board of Directors, Roxi Capital (now trading as Plastifab Corp. - PFB.TSX) and was a founder of Anorak Capital (now trading as Total Energy Services TOT.TSX).



Jackie's penchant for reinvention and heart-based leadership skills led to the creation of Higher Landing and the formation of "career transformation" which sets a new standard for helping people "land higher" in their career. She has achieved

results by casting aside tradition-bound thinking, enabling people to tap in to their potential while guiding them to reinvent, brand and package themselves to secure the best possible opportunities.

Jackie holds dual degrees from the University of Calgary with an MBA and Bachelor of Education (French) and is a Registered Holistic Nutritionist. She is a champion of helping people live healthy and authentic lives and enjoys travel and running long distance.

*"Landing a great opportunity is more art, than science. It requires a commitment to intimately knowing and believing in yourself. It is having a clear vision, strategy and courage to share "you" with the world."*

— JACKIE RAFTER

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**A. Jeffery Tonken**

Chief Executive Officer & Chairman of the Board - Birchcliff Energy Ltd.

Mr. Tonken is the President, Chief Executive Officer and Chairman of the Board of Birchcliff. He has more than 36 years of experience in the oil and natural gas industry and is one of the Corporation's founders. Prior to creating Birchcliff, Mr. Tonken founded and served as President and Chief Executive Officer of Case Resources Inc., Big Bear Exploration Ltd. and Stampeder Exploration Ltd. Mr. Tonken was previously a Partner of the law firm Howard, Mackie (now Borden Ladner Gervais LLP). Mr. Tonken is the current Chair of the Canadian Association of Petroleum Producers (CAPP). Mr. Tonken received his Bachelor of Commerce degree from the University of Alberta and his Bachelor of Laws degree from the University of Wales.

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**MODERATOR**

**Lisa Weatherby**

Dean - MacPhail School of Energy (SAIT)

Lisa Weatherby brings 18 years of post-secondary education experience at SAIT to her leadership position as Dean in the MacPhail School of Energy. Her previous roles include Instructor in the Aircraft Maintenance programs in the School of Transportation and then management roles in the School of Transportation, as Academic Chair, and the School of Construction, as Associate Dean. Lisa joined the MacPhail School of Energy in 2017 first as Associate Dean and accepted the position of Dean in late 2018. As Dean, Lisa is responsible for effective delivery of all MacPhail programs, including degrees, diplomas, certificate and apprenticeship programs, as well as setting strategy for the school to ensure it meets both immediate and long terms needs of all stakeholders.

Lisa is a SAIT alumni with an Avionics Technology Diploma, holds a private pilot license, has a Master's Degree in Education from the University of Calgary and is currently completing a Doctorate in Higher Education Administration from University of Liverpool.

Lisa is very passionate about the transformational power of applied education and what it can accomplish in the lives of students. She is an executive sponsor for Women in Trades and Technology (WiTT) at SAIT.





The power to *Connect*. The power to *Convene*. The power to *Inform*.



Thursday, October 21st, 2021 | 14:00pm MT

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