

# We are URBAN.

SUMA | 2025 SUMA Convention and Tradeshow | April 13-16 Saskatoon, SK

## REASONS TO ATTEND

### SHAPE POLICY

Convention is an opportunity to influence policy, both locally and provincially. Shape SUMA's policy direction through resolutions, sector meetings, and the dialogue with SUMA sessions. The annual bear pit and dialogue with ministers sessions provides delegates with the opportunity to put their municipal issues before the provincial government, as well as the media.



### NETWORKING

There are plenty of people to meet and plenty of opportunities to network. Shine a spotlight on your community as you connect with colleagues, peers, SUMA Board and staff members. Network with provincial and federal decision makers at the SUMA Convention, during the President's Gala, sessions, at breaks, and in your sector meeting.

### MUNICIPAL MARKETPLACE *Presented by Kinetic GPO*

- Sunday, April 13, 4:00 p.m. – 5:45 p.m.
- Monday, April 14, 7:30 a.m. – 3:30 p.m.
- Tuesday, April 15, 7:30 a.m. – 10:30 a.m.

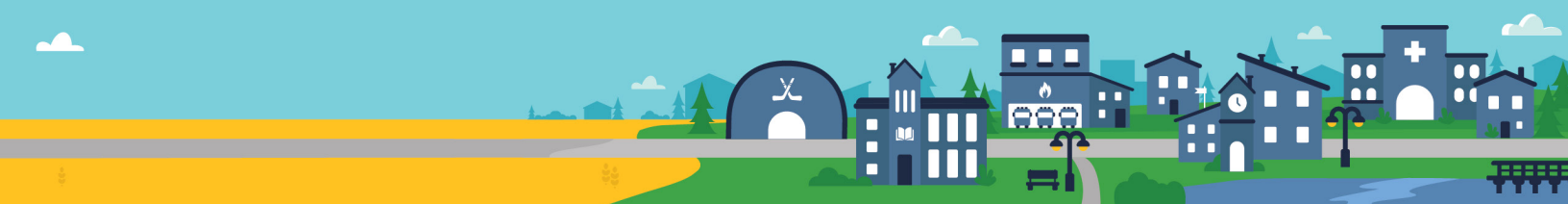
One of the largest of its kind in Canada, SUMA's tradeshow features booths with products and services that municipalities use each day. Browse the booths and connect with exhibitors on April 14, and April 15. Tour the booths on Sunday, April 13 between 4:00 p.m. and 5:45 p.m. in advance of the official opening during the Early Access Reception.



### SUMA CONVENTION APP

SUMA will once again be using the SUMA Convention app for 2025, meaning everything you need to know about Convention is available at your fingertips.

- Make your own schedule
- Participate in live polls
- Ask questions during education sessions from the comfort of your seat
- Show others what they're missing by posting in the event feed
- See what others are saying about Convention on the social wall
- Never get lost with the interactive maps.



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## KEYNOTES AND MC



### Master of Ceremonies: **TREVOR MOORE**

*Sponsored by Brownlee LLP*

Trevor Moore is an emcee, host, speaker, and corporate standup comedy magician with 17 years of experience at the microphone. He specializes in live televised or streamed events, conferences, corporate outings, and galas. As a born storyteller and natural conversationalist, Trevor has a knack for reading the room and matching the energy of his audience. His intimate and interactive style, engaging attitude and refreshing, upbeat persona is sure to entertain guests at this year's Convention.



### Keynote: **PAMELA BARNUM**

Monday, April 14, 9:10 a.m. – 10:15 a.m.

*Sponsored by SaskWater*

Pamela Barnum is a nonverbal communication expert and trust strategist who teaches people negotiation and body language reading techniques often thought of as a "secret second language." Having worked undercover in Drug Enforcement, with a different name, identity, and background, alongside some of the most dangerous people imaginable, she brings with her learned real-world techniques for building trust and interpreting body language. Pamela also draws on her successful 20-year career in the criminal justice system as a federal prosecuting attorney, where she spent countless hours in the courtroom, perfecting her proficiency as a trust strategist and body language expert. Now, she shares her expertise with others, teaching them how to improve their communication skills to increase trust inside corporations, associations, and law enforcement agencies, with humor, candor, and energy, blending actionable strategies with memorable stories.



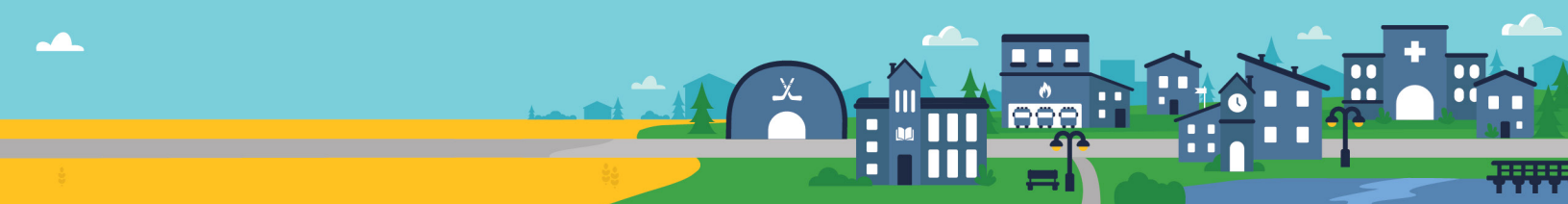
### Keynote: **DR. GABOR MATÉ**

Tuesday, April 15, 11:00 a.m. – 12:15 p.m.

Dr. Maté is a retired physician who, after 20 years of family practice and palliative care experience, worked for over a decade in Vancouver's Downtown East Side with patients challenged by drug addiction and mental illness. The bestselling author of five books published in 43 languages, including the award-winning *In the Realm of Hungry Ghosts: Close Encounters with Addiction*, Gabor is an internationally renowned speaker highly sought after for his expertise on addiction, trauma, childhood development, and the relationship of stress and illness. For his groundbreaking medical work and writing he has been awarded the Order of Canada, his country's highest civilian distinction, and the Civic Merit Award from his hometown, Vancouver. His latest book, *The Myth of Normal: Trauma, Illness & Healing in a Toxic Culture* remains a Canadian best seller and was a 19-week New York Times best seller. To learn more, join his e-news list at [www.drgabormate.com](http://www.drgabormate.com).

### THE 2025 SUMA CONVENTION AND TRADESHOW INCLUDES:

- 15+ hours of educational content
- Access to municipal, provincial, and federal leaders
- 150+ tradeshow exhibitors





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## CONVENTION AGENDA

### SUNDAY, APRIL 13

10:30 a.m. – 4:00 p.m.

#### Convention Registration

11:00 a.m. – 12:00 p.m.

#### KICKSTART CONVENTION

**Kickstart Convention** - Join us for an exclusive look at what's in store at Convention 2025! This is your chance to get the inside scoop from SUMA's leadership team as they guide you through everything you need to know to make the most of this exciting 4-day event.

Learn how to identify SUMA staff if you need support, get tips on how to navigate the Convention App, gain insight into how voting will take place during the presidential election, hear about the opportunities to engage with your peers at our social events, and more! Don't miss out on this opportunity to prepare for an unforgettable Convention experience!

The schedule is tentative and may change.  
Check the Convention page on the SUMA website  
for more information and updates.

12:45 p.m. – 2:00 p.m.

#### Dialogue with SUMA

These sessions are an opportunity to share feedback with SUMA's committees! Is there something you have been wanting to see SUMA advocate for or host an education session on? Have you heard about a new initiative that you would like to discuss? Pick the topic that interests you most and join in an engaging conversation.

#### Community and Economic Development

Do you have ideas on how to make your community better? SUMA's Community and Economic Development Committee may be able to help! Join SUMA representatives for a round table discussion on all things related to your community and its growth! Topics commonly discussed by the Community and Economic Development Committee include transportation, parks and recreation, culture and heritage, immigration, and of course, economic development.

#### Environment

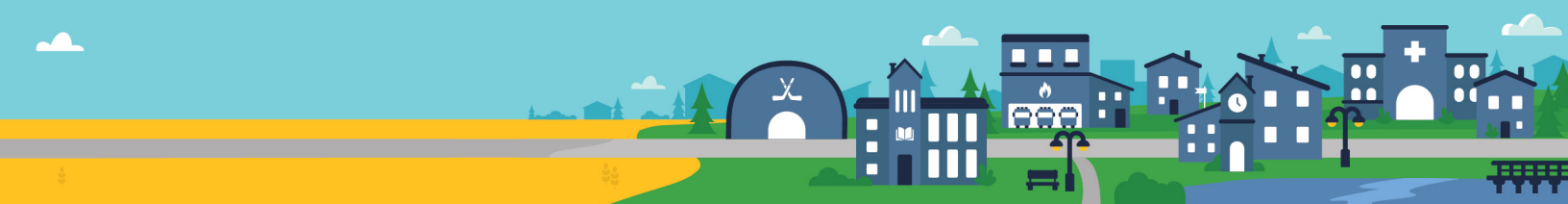
From climate change to natural disasters, the environment, and our impact on it is a pressing topic whose importance grows daily. Join SUMA's Environment Committee to discuss municipal-specific environmental issues such as landfills, recycling, water, and wastewater treatments. This session is for all environmental matters that impact Saskatchewan's hometowns.

#### Intergovernmental Affairs

The municipal election date, a review of funding allocations under Municipal Revenue Sharing, and the municipal acts. What do these have in common? They all impact municipalities. They also all fall under SUMA's Intergovernmental Affairs Committee which has responsibilities including reviewing and making recommendations on provincial or federal legislation, regulations, and programs and services.

#### Public Safety and Health

SUMA's Public Safety and Health Committee is responsible for matters that involve police and justice, fire and emergency planning, bylaw enforcement, public health, and doctor recruitment. As we deal with pressing issues surrounding mental health and addictions, our hometowns know health and safety is important to us all on both an individual and community level. If you have fresh new ideas and thoughts on the health and safety of your community, don't miss this session!



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## CONVENTION AGENDA

### SUNDAY, APRIL 13 (CONTINUED)

2:15 p.m. - 5:00 p.m. *[Additional charge to attend.]*

#### Excursions

Experience one of three optional excursions. Space is limited, so register early.



#### Gordie Howe Sports Complex

Visit the Gordie Howe Sports Complex to learn more about how the facility was developed and how they have become a hub for sports in Saskatoon. Participants will visit a variety of facilities including the track, speed skating and baseball area, softball area, SMF minor football field, and the FFUN performance indoor training centre. At the Gordie Howe Sports Centre hear more about how this versatile multi-use building was strategically designed to cater to a variety of events and activities and hosts sporting events, office spaces, a meeting room, a spacious banquet area, and more.

#### Black Fox Farm and Distillery

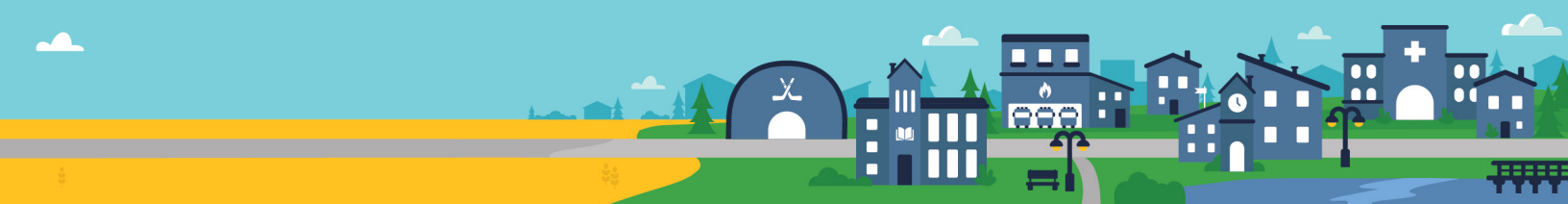
Visit Black Fox Distillery for a tour with founders Barb and John. Barb and John will share their story about how the distillery got started while taking the group on a tour of the distillery to learn about their alcohol production. Participants will have a guided whisky tasting that includes 3 half ounce whisky pours accompanied by food pairings. John will share tips about sipping whisky and provide education about the whiskies served. Following the tour participants will have time to mingle and sip the samples.



#### CN Railyard

Take a tour of CN's Chappell Yard in Saskatoon! Essential to the economy, the CN team of approximately 25,000 railroaders annually transports goods valued at over \$250 billion. These goods span a wide range of business sectors, ranging from resource products to manufactured and consumer goods, across a rail network of approximately 20,000 route miles spanning Canada and the United States. Join us for an exclusive tour to learn more about Intermodal Terminals, and rail safety.

Non-accessible. Steel toe boots are required to access the facility. CN will provide if needed.



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## CONVENTION AGENDA

### SUNDAY, APRIL 13 (CONTINUED)

2:30 p.m. – 3:45 p.m.

#### Education Sessions

Strengthen your municipalities with education that spotlights community issues relevant to your day-to-day work. These concurrent education sessions are designed for municipal leaders from communities of all sizes. NOTE: These sessions are being held at the same time as excursions.

#### Community Care: Emergency Services and Mental Health

Both fire services and police serve individuals who are experiencing complex needs and challenges within our communities. Mental health and addiction concerns are taxing to these municipal services. Through collaboration, data sharing, data driven decision making, and resource allocation emergency services providers can find better solutions and reduce redundancy. Working together and identifying hot spots and service gaps leads to better use of municipal dollars. Please note: this session will be most relevant to cities and large towns.

#### Let's Re-Evaluate Urban Assessments

There are several legislative changes for municipalities to be aware of during this re-evaluation year. Hear more about these legislative changes and gain insight into lessons learned from recent Saskatchewan Municipal Board Assessment Appeal Committee decisions, and other frequently asked questions.

#### AI, Privacy, and Cybersecurity for Municipalities

This session will aim to demystify AI, privacy, and cybersecurity. Get inspired by the ways AI technologies can drive productivity in your municipality. Learn about legislative updates to LA FOIP/FOIP proposed by the Office of the Privacy Commissioner of Saskatchewan, AI compliance requirements, and ways municipalities can reduce cybersecurity risks in a practical and resourceful way.

4:00 p.m. – 5:45 p.m.

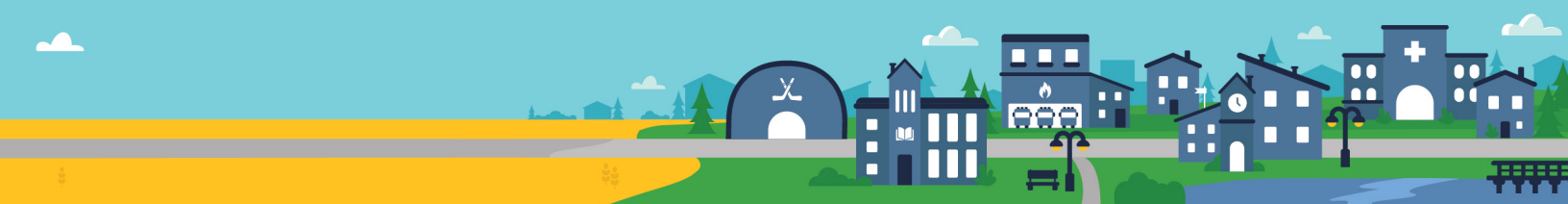
#### Early Access Reception

Join SUMA at our Early Access Reception in the Tradeshow! The Early Access Reception is your opportunity to get a sneak peak of what the Tradeshow has to offer. Browse booths and connect with exhibitors while enjoying light appetizers in advance of the Tradeshow's official opening.

5:45 p.m. – 9:00 p.m.

#### Welcome Reception

The Welcome Reception is specifically designed for networking with your municipal council, your peers, and SUMA's Board of Directors. Join us on stage in the TCU Place theatre for our Welcome Reception. Enjoy an evening of cocktails, appetizers, networking with your peers, roving entertainment, and live music. We'll be kicking off this event earlier this year, starting at 5:45 p.m. following the Early Access Reception in the Tradeshow.



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## CONVENTION AGENDA

### MONDAY, APRIL 14

7:15 a.m. – 5:15 p.m.

#### Convention Registration and Help Desk

7:30 a.m. – 3:30 p.m.

#### Municipal Marketplace presented by Kinetic GPO

7:30 a.m. – 8:30 a.m.

#### Breakfast

8:30 a.m. – 9:10 a.m.

#### Official Opening Ceremonies

9:10 a.m. – 10:15 a.m.

#### Keynote Address – Pamela Barnum

Have you ever wanted to know how experts read people, their thoughts, intentions without hearing them speak? Join Pamela Barnum as she imparts the secrets of non-verbal language. Whether we are aware or not, most communication is nonverbal, and sometimes we miss more than half of the conversation when we ignore what is not being said. Pamela's keynote address will talk about the secret second language reserved for communication experts and law enforcement. You'll learn how to communicate with confidence, elevate influence, and improve negotiation outcomes.

10:15 a.m. – 11:30 a.m.

#### Break - Connect in the Tradeshow

11:30 a.m. – 11:40 a.m.

#### FCM Address

11:40 a.m. – 12:15 p.m.

#### Premier's Address

12:15 p.m. – 1:30 p.m.

#### Lunch

1:30 p.m. – 2:30 p.m.

#### Sector Meetings

- Cities
- Towns
- Villages and Resort Villages
- Northern Municipalities

2:30 p.m. – 3:30 p.m.

#### Break – Connect in the Tradeshow

3:30 p.m. – 3:50 p.m.

#### Leader of the Official Opposition's Address

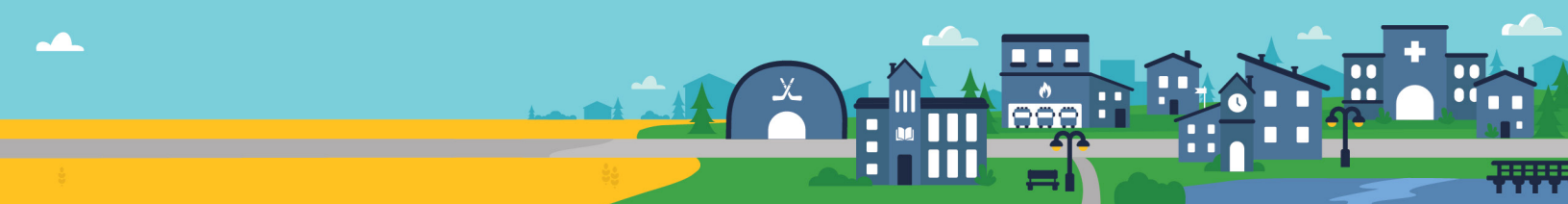
3:50 p.m. – 5:50 p.m.

#### Resolutions

Resolutions help direct SUMA's advocacy. They are also a great way to get issues important to Saskatchewan's communities in front of the media.

The deadline for submissions is January 31. The resolutions package will be sent to all SUMA members in March and a copy will also be available on SUMA's website.

To ensure that councils have an opportunity to discuss all resolutions before voting at Convention, SUMA strictly adheres to our Resolutions Policy regarding the addition of resolutions submitted after the resolution deadline. Only emergency resolutions that are urgent and emergent will be considered.



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## CONVENTION AGENDA

### TUESDAY, APRIL 15

7:15 a.m. – 3:45 p.m.

**Convention Registration and Help Desk**

7:30 a.m. – 10:30 a.m.

**Municipal Marketplace**  
presented by **Kinetic GPO**

7:30 a.m. – 8:30 a.m.

**Breakfast**

8:30 a.m. – 8:45 a.m.

**Presidential Speeches and Election of President**

All elected officials representing a SUMA member municipality in attendance at Convention and registered as a Convention delegate are eligible to vote in the presidential election.



8:45 a.m. – 9:25 a.m.

**SUMA AGM**

9:25 a.m. – 9:30 a.m.

**Results of Presidential Election**

9:30 a.m. – 10:30 a.m.

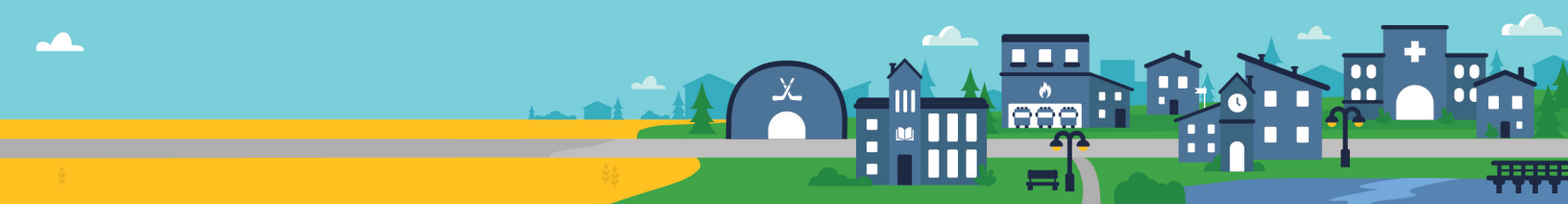
**Break – Connect in the Tradeshow**

10:30 a.m. – 11:00 a.m.

**Municipal Marvels: Student Sustainability Solutions**



The Municipal Marvels Student Challenge [MMSC] is a Saskatchewan-based, student-focused challenge aiming to provide innovative solutions for sustainability issues to municipalities across Saskatchewan. Students have been expanding their learning, researching local climate impacts, and proposing actions that address the question “what does a sustainable community look like in 50 years?” Inspired by the IMAX documentary film, *Cities of the Future*, student groups from across the province submitted proposals explaining their sustainable solution to a problem relevant to their own community.



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## CONVENTION AGENDA

### TUESDAY, APRIL 15 (CONTINUED)

11:00 a.m. – 12:15 p.m.

#### **Keynote Address - Dr. Gabor Maté** [Delivered virtually]

Using cutting-edge science, Dr. Maté will illuminate where and how addictions originate. Stress creates the predisposition for addictions, whether to drugs, alcohol, nicotine, shopping, or gambling. Dr. Maté discusses addiction as a response to a distressing life history and life situation, and the purpose that addiction serves to the individual. This session will cover the sources of addiction, the development of the addicted mind, the social basis of addiction in economic, cultural and political dislocation and disempowerment, and more.

12:15 p.m. – 1:30 p.m.

#### **Lunch**

1:30 p.m. – 2:20 p.m.

#### **Future-Proofing Municipalities: Regional Planning and Reconciliation**

Moderated by SUMA CEO Jean-Marc Nadeau, panelists from Government Relations, Urban Systems, and Northbound Planning will discuss the value of collaboration for long-term sustainability and community strength. Panelists will discuss what municipalities need to have in place to support successful shared services and infrastructure, the barriers they face, and possible solutions to overcome them.

2:20 p.m. – 2:40 p.m.

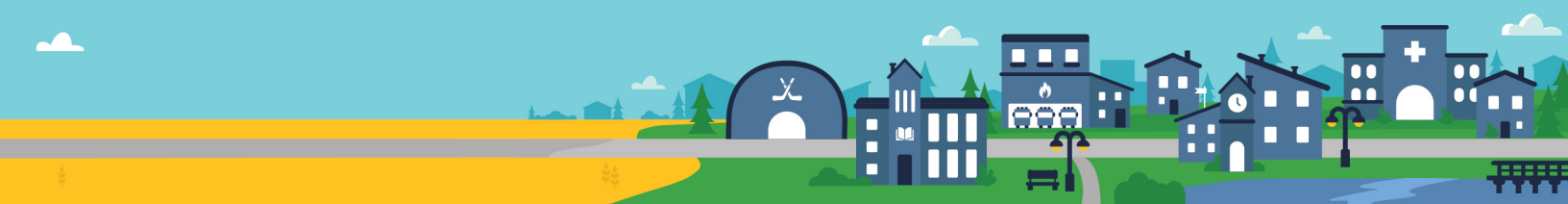
#### **Minister of Government Relations' Address**

2:40 p.m. – 3:15 p.m.

#### **Saskatchewan Municipal Awards Presentation**

3:15 p.m. – 3:30 p.m.

#### **Break**





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## CONVENTION AGENDA

### TUESDAY, APRIL 15 (CONTINUED)

3:30 p.m. – 4:30 p.m.

#### Education Sessions

##### Protecting the Municipality and Residents from Municipal Risk

Urban municipalities have a unique responsibility to protect both the municipality and the public interest by keeping urban communities safe for their residents and commercial taxpayers. This presentation will provide valuable information for urban councils and administration to adequately protect both interests, and to develop effective risk management for their community.

##### From Conflict to Constructive Dialogue in Your Community

Urban municipal officials and administrators often face intense pressures from citizens that can lead to harassment. This interactive session will explore how to transform these challenging encounters into opportunities for constructive dialogue and collaboration. Using a theatrical coaching approach, this session will empower participants with practical tools to defuse heated situations, maintain professionalism, and foster a culture of respect. Engage in real-time scenarios, learn how to identify harassment triggers, set firm boundaries with empathy, and communicate with clarity under pressure. These strategies will help municipal leaders remain resilient, compassionate, and effective, even in the most confrontational situations.

7:00 p.m. – 11:00 p.m.

#### President's Gala

Enjoy a plated dinner while being entertained with comedy and magic by our MC Trevor Moore. Following dinner awards will be presented, recognizing the contributions of fellow long-serving elected officials and municipal employees who have dedicated themselves to their communities. We'll close out the night with a live band and dance. The President's Gala is a night of celebration you won't want to miss!

##### Modeling Respect: Best Practices for Urban Council Meetings

Imagine a council meeting where diverse opinions are expected and respected. This engaging meeting simulation models strong council meeting etiquette with respectful dialogue among officials while deliberating contentious agenda items. Participants and observers learn how diverse opinions add value to the decision-making process. This is an interactive workshop with volunteer participation.

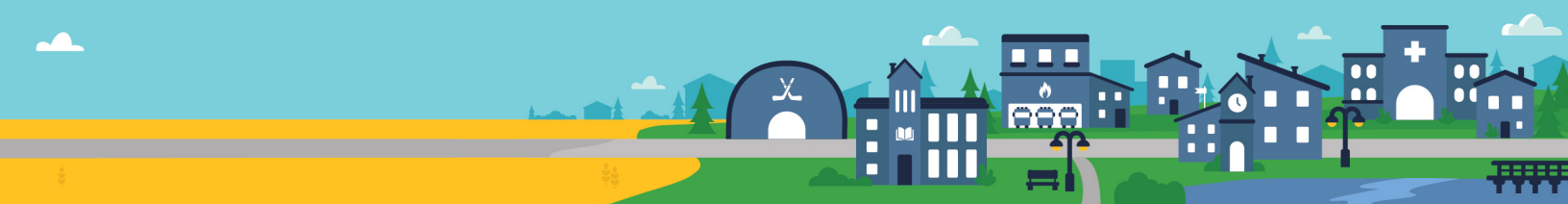
##### Storytelling to Drive Community Connection

In 2024 forty SUMA members were provided tools, training and support to help bring their communities alive with stories using memoryKPR. Join in hearing their experience, see the results of the 2024 Storytelling Pilot, and learn how you can do the same in your community.



Each Convention registration includes  
one ticket to the President's Gala.

Doors open at 6:30 p.m. The entertainment will follow the  
program at approximately 9:00 p.m.





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## CONVENTION AGENDA

### WEDNESDAY, APRIL 16

7:45 a.m. – 11:30 a.m.

#### Convention Registration and Help Desk

8:15 a.m. – 9:45 a.m.

#### Dialogue with Ministers

- Environment
- Government Relations and Finance
- Health and Mental Health and Addictions, Seniors, and Rural and Remote Health and Social Services
- Justice, Corrections, Policing and Public Safety, and the RCMP
- Highways/SaskBuilds and Procurement

9:45 a.m. – 10:00 a.m.

#### Break

10:00 a.m. – 11:15 a.m.

#### Bear Pit with Cabinet

11:15 a.m. – 11:45 a.m.

#### SUMA President's Address, Prize Giveaway and Closing Remarks

### GENERAL INFORMATION

#### Convention registration includes:

- shuttle service to and from designated hotels;
- admission to the early access tradeshow reception on April 13;
- one ticket to the Welcome Reception on April 13;
- admission to Municipal Marketplace presented by Kinetic GPO taking place April 13 to 15.
- two keynote addresses;
- one ticket to the President's Gala taking place on April 15;
- education sessions;
- Dialogue sessions with SUMA, and the Provincial Cabinet;
- breakfast and lunch on Monday and Tuesday; and
- refreshment breaks.

#### HOW TO REGISTER

All the details on the online registration process will be sent via email to the main contact for all member municipalities, other government, and partner organizations. If you have any questions, don't hesitate to contact us. Find the rates for Convention 2025 at [www.suma.org](http://www.suma.org).

#### ACCOMMODATIONS

Hotels for the 2025 SUMA Convention and Tradeshow can be booked online. [See rates for hotels in Saskatoon.](#)

