




CAMP ROVER

A Conference for Entrepreneurs Who Create

Conference 2024

How to use your digital program.

Links are underlined throughout the program. 

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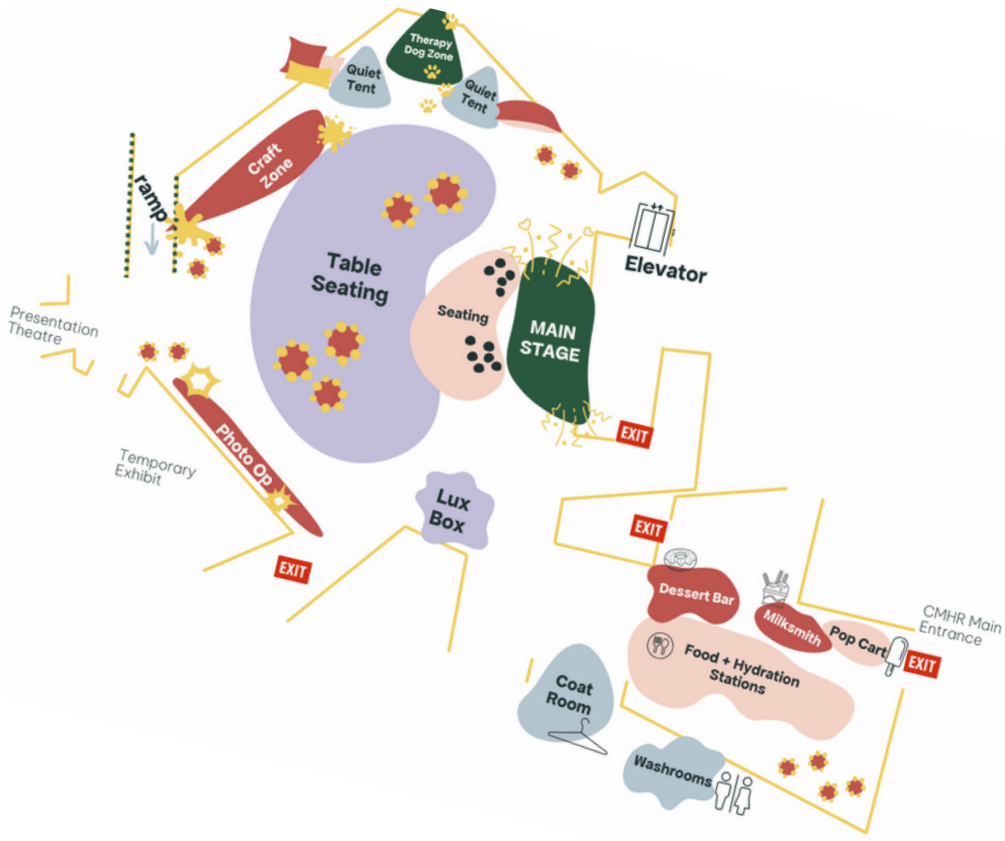
Logos found throughout the program will take you to the associated business website.

Need help or have questions at any point throughout the day?

Look for one of our volunteers!



SITE MAP



BONNIE AND JOHN BUHLER HALL



LETTER FROM THE FOUNDER

Hi Friends!

I am so SO excited you're all here, that you all committed a day to learning, growing, exploring, and creativity. And that you trusted us with your time, money, and energy – I don't take that lightly and I'm SO grateful!

I want Camp Rover Conference (and any events in the future) to be a space and time where you feel your dreams. Feed your knowledge. Get a dose of actionable reality on building your business. Grow your money-making skills, creative-business-building skills, AND come to see you're not alone, we're all here – with our weird-creating, too.

I want all of you babes to feel like you could come – just where you're at – and actually enjoy a day like this AND not need a week (or more) to recover from it.

A creative educational day that welcomed the idea that weird, wild, anxious people like me DO thrive and DO make money doing what they're amazing at; being wild, being weird, and channeling it all for their success.

Thanks for trusting me with your day – I'm so happy you did!

Amamade
XO

PROGRAM SCHEDULE

Doors Open & Early Access | 9:00am

Early access for those who need a little extra time to settle in and engage before the programming begins:

- Morning snacks ([@CrankedEnergy](#), [@TheSobrMarket](#))
- Meet our conference therapy dogs
- Enjoy a crafty session in one of our Craft Corners
- Have some photo fun with our Photo Op Art Walk
- Check out the art and makers around the conference space (we have some amazing centrepiece collaborations!)
- Find a seat, make a friend, hide in a lounge, whatever you need

Welcome & Announcements | 10:00am

Intro and some notes on the day and “Rules of the Room.”

Mindfulness & Focus Moment

Join Kelly Sommerfield & Christin Gilbert as they lead us through a little morning movement and mindfulness practice.



PANEL: Flower Friends | 10:15am

Meet our local flower growers and designers. Learn about what it's like to literally grow and work with live medium, have a floral farm, cafe, tourist destination, team of staff, run workshops, their event venue, thriving business/es, - or a few! - and design studio. These women wear a lot of hats! They'll share their suggestions, struggles, and truth about working in the floral industry.

Moderator ([@amandadouglas](https://www.instagram.com/amandadouglas))

Lauren ([@stonehouseweddings](https://www.instagram.com/stonehouseweddings))

Kelly ([@lilystonegardens](https://www.instagram.com/lilystonegardens))

Victoria Tubrett ([@missmilliesflowerfarm](https://www.instagram.com/missmilliesflowerfarm))

Lourdes ([@masaganaflowerfarm](https://www.instagram.com/masaganaflowerfarm))

KEYNOTE: Sarah Sklash & April Brown | 11:00am

The Ladies of The June Motel. Their lessons and business-growing knowledge on starting their motel empire from scratch (with Q&A at the end!)

BACK IT UP BOOTCAMP: Shana Robison | 11:50am

We all want to scale our business. But here's the thing: when it comes to getting more sales, we're often caught in the trap of reinventing the wheel to attract more leads. Well, hold up. Shana's dropping truth bombs. Instead of trying all the trends, you should back it up to what worked before and max out its potential. She will show you exactly how and why you should do this.

BRUNCH & MINGLE | 12:15pm

We are SO excited to have some amazing brunch sponsors who will have the best treats for us:

[@themightykiwimb](#), [@crankedenergy](#), [@thesobrmarket](#),
[@wolseleykombucha](#), [@deadhorsecider](#)

- Enjoy a crafty session in one of our Craft Corners
- Have some photo fun through our Photo Op Art Walk
- Browse our “Treat Yo’ Self” gifting wall (we have some very exciting gifts coming your way!)
- Chat with our speakers who will be with us throughout the day!
- Check out one of the sample bars from our amazing food & drink sponsors
- Get some co-regulation from our conference therapy dogs
- Hide out in a lounge and take a TikTok break

PANEL: Amanda & Some Neuro-Spicy Babes | 1:15pm

The ups, downs, and superpowers of the neurodivergent around us and how we can channel “all that” into thriving in life and business. They’ll be sharing how they found their voices to advocate for themselves, others, and their community to support their neuro-spicy lives.

Moderator & Panellist ([@amandadouglas](#))

Rachel Dyan ([@rachel.dyan.webdesign](#))

Amber Olson ([@oh_hi_amber](#))

Janelle Lagasse ([@digitaldarling.ca](#))

KEYNOTE: Teri Hofford (she/her) | 1:45pm

Body Image Educator | Author | Creative | Speaker |
Consultant | Multi-Passionate Artist

PANEL: Fine, I'll build it myself! | 2:45pm

When what you dream can't be found, you build it yourself. These entrepreneurs and creatives built what they do from the ground up. Conversations about the fear, details, and successes of building your own way.

Moderator

Shay Harder | [Narratives Inc.](#) | [@shay.harder](#)

Salena Starling | [Community of Big Hearts](#)

[Chef Ben Kramer](#)

Jenna & Ashley | [Jenna Rae Cakes](#)

BREAK | 3:15pm

Snacks! There will be self-serve snack stations, roaming friends with giveaways, and hydration stations throughout the space.

Go, move around a little, enjoy some puppy cuddles, finish (or start!) a craft, and stretch it out before we go to the final part of the day.

PANEL: There's a Community for that! | 3:35pm

Finding your people is hard. Memberships & local communities connect you quickly to people like you. We'll discuss how to find your flock, stay connected, and grow your reach to keep attracting and fostering the right relationships.

Moderator

Charmaine Jennings | [Strategic Charm Boutique](#) and [Hustle & Charm](#)

Sabrina Friesen | [Winnipeg Connect](#)

Jonathan Le | [Creative Mornings](#) & [New Media Manitoba](#)

Final Thoughts, Thanks & Prizes! | 4:00pm

Our closing thoughts, prizes, and maybe a few other surprises too.

Mix & Mingle Before You Go | 4:30pm - 5:30pm

We're not going to push you out the door (too fast). Stick around, mix, mingle, get a closing mocktail from [The Sobr Market](#), get another goodie from one of our other amazing Sponsors, or get those photos you meant to get earlier.





Keynote Speaker

APRIL & SARAH

THE JUNE MOTEL

“Let’s Talk Business Friends: Lessons from The June Motel’s Success”

The June Motel was created by us – April Brown and Sarah Sklash – just two best friends who share a love for discovering new travel destinations, good wine and creative designs. In 2016 we quit our jobs in Toronto and made the leap into the world of motels, purchasing our first dingy roadside motel in Prince Edward County. We rolled-up our sleeves and re-imagined the entire experience of staying at a motel. Today, local hospitality is served-up with a chilled glass of wine at check-in – just the way we like it! Now with three locations in Prince Edward County, Sauble Beach and Beaver Valley, we’re a throwback to the good ol’ days, and staying with us is all about living in the sunshine and enjoying the simple pleasures of life in beautiful spaces.

INSTAGRAM

[@thejunemotel](https://www.instagram.com/thejunemotel)

WEBSITE

[thejunemotel.com](https://www.thejunemotel.com)



Keynote Speaker

Teri Hofford

Teri Hofford is a body image educator, author & photographer who uses curiosity and creativity to encourage folks to challenge their self limiting beliefs & biases so they can move closer to self and body acceptance.

Teri has been a featured educator, becoming known for her creative & educational approach to diversifying the bodies that are featured in the photography industry and has worked with companies like Adobe, WPPI, and The Portrait Masters. Teri is the best selling author of *The Geode Theory: Chipping Away at Body Image*, a book that uses positive psychology and personal stories to help the reader shift their relationship to their body as well as *2200 Characters or Less*, a book featuring her poetry and prose taken from her instagram. In addition to her work as an author and photographer, Teri is also the creator of *Body Image Bootcamp* - a series of international retreats designed to teach people about the ways body image impacts their lives and how to move beyond it to live a more liberated and joyful life. Currently, Teri lives in Winnipeg with her husband Ryan and her cat Missy P.

INSTAGRAM

[@terrihofford](https://www.instagram.com/terrihofford)

WEBSITE

terrihofford.com

EDUCATORS



CHRISTIN GILBERT

Christin Gilbert is on an unwavering mission to grow as a mother, wife and entrepreneur. Throughout her career she has been drawn to all things service, whether entertainment, healthcare and empowering women in the beauty industry. Becoming a life coach was the next part of her story. She realized that being a women's hype girl was powerful but teaching you to be your own hype girl is where the real magic happens.



KELLY SOMMERFIELD | COLOURFUL ROOTS

Hey, I'm Kelly, a Somatic Therapist and Registered Professional Counsellor. I support women in their desire of becoming less reactive and more emotionally regulated. Through individual counselling and group therapy using mindfulness, meditation, parts work, inner child work, somatic movement and EMDR.



SHANA ROBINSON (SHE/HER)

Fiery and fearless, Shana Robinson remixes 10+ years of business, coaching, and speaking experience into thought-provoking discussions that help women PROMOTE, PITCH, and GET PAID.

FLOWER FRIENDS PANEL

Meet our local flower growers and designers. Learn about what it's like to literally grow and work with live medium, have a floral farm, cafe, tourist destination, team of staff, run workshops, their event venue, thriving business/es, - or a few! - and design studio. These women wear a lot of hats! They'll share their suggestions, struggles, and truth about working in the floral industry.



Lauren (she/her)
[@stonehouseweddings](#)

Lauren is the owner and lead designer of Stone House Creative, a floral design studio specializing in weddings. SHC turns 10 this year; it's been a colourful decade full of joy!



Victoria Tubrett
[@missmilliesflowerfarm](#)

Her love affair with farms began in childhood, and it blossomed into a lifelong passion. In 2020, she proudly earned an Agriculture diploma at the U of M. Little did she know that this academic journey would lead her right where her heart belonged.

In 2019, fate smiled upon her when her mother-in-law founded Miss Millie's. From the first bloom, she knew it wasn't just a farm; it was her end game.



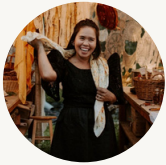
Kelly

[@lilystonegardens](#)

Kelly of Lily Stone Gardens – and her team – do so much! They have a cut flower garden, farm (with animals!), shop, event venue, and cafe, process and sell their seeds (talk about full circle flower farming). The list can keep going!

From Kelly:

“We sell our flowers in the seasonal months to other floral designers in Winnipeg, some rural Manitoba florists, and of course in my own shop! I have gained a love for wedding work over the last seven years. It has become my obsession to see our blooms showing up in bridal bouquets not only from my own weddings but in other floral designers work as well. You need to have a true passion for growing flowers and there is nothing more rewarding than seeing some of your own grown blooms being used in a bouquet on a couples most special day of their life. That feeling for me is magical.”



Lourdes

[@masaganaflowerfarm](#)

Masagana Flower Farm is an experiential tourism destination, seasonal flower farm, and natural dye studio in SouthEast, Manitoba.

“In this woman-led, Filipina-owned small business, we believe that no matter who and where we are, creating magic and growing joy are right at our fingertips. We advocate for an eco-conscious lifestyle and inspire others to turn their lawns into garden beds.

Aside from growing seasonal blooms, we also cultivate dye plants that we use to make handmade, small-batch, naturally dyed textile good and offers a unique tourism event, Tinta – a dye your own wearable art experience.”

AMANDA & SOME NEURO- SPICY BABES PANEL



Amanda Douglas

Being a multifaceted entrepreneur and Creative Amanda is the Lead Planner & Designer at [@amandadouglaevents](#), our Founder & Developer here at Camp Rover and also the designer, co-owner and co-host at [@modernfarmhousebnb](#).

With all those things on the go, Amanda still takes time to enjoy the little things. From walking her dogs, crafting, and travelling, to working in her garden, she enjoys life to the fullest!



Rachel Dyan

Rachel is a neuro-spicy website designer + strategist, bringing the perfect blend of creativity and strategy to entrepreneurs and small business owners who understand the importance of an online presence. Her mission is to whip up customized websites that not only showcase their awesomeness but also get them super hyped about their incredible ventures!



Amber Olson

Your friendly neighbourhood marketer + designer in here in Winnipeg.

AMANDA & SOME NEURO- SPICY BABES PANEL



Janelle Lagasse

Janelle is the owner and operator of Digital Darling, specializing in content creation and executive event planning. She is also a dedicated mama to two little girls, a passionate writer, and the spirited co-host of the Darling You Inspire Me podcast. And guess what? She's just landed a gig as the Communications Coordinator at APTN!



Christina Kroeker

Christina (she/her) is a creative turned solopreneur who entered the business realm via wedding and portrait photography. Anchored by deep core values, Christina W. Kroeker Creative is guided by a passion for creative imagination coupled with a desire for her work to be a force for good in the world.



FINE, I'LL BUILD IT MYSELF PANEL



Shay Harder | [Narratives Inc.](#)
[@shay.harder](#)

Shay is a Senior Graphic Designer currently working at Narratives Inc., where she has been building new bridges for advocacy between the creative industry and research, planning and engagement. Her work revolves around accessibility, inclusivity, and ethical awareness, encouraging individuals to express themselves authentically while considering the impact of their work on diverse audiences.



Selena Starling | [Community of Big Hearts](#)

Selena is the CEO and president of Community of Big Hearts who help get businesses and people get more involved within their communities by making volunteering simple and engaging to help the vulnerable and those who need our support.

From Selena:

“I am committed to promoting Truth and Reconciliation both within the business community and beyond. With a personal connection to Canada's Child Welfare System, I share my own story to raise awareness and promote healing for those who are currently or were previously in the system. I am a strong advocate for reforming the foster care system and is actively working towards positive change.”

FINE, I'LL BUILD IT MYSELF PANEL



Chef Ben Kramer

Meet Ben Kramer, the nationally celebrated chef who has helped change the culinary landscape of Western Canada.

Whether he's creating the menu for an intimate brunch, a private in-home dinner or a conference gathering of thousands, Chef Kramer applies the same principles– use local, sustainable, organic ingredients as much as possible with flare and imagination.



Jenna & Ashley | Jenna Rae Cakes

Twin sisters Jenna and Ashley have spent the last decade building their company and their brand, Jenna Rae Cakes, together. They have three (soon to be four!) bakery locations in Winnipeg, have written a best selling cookbook (with 2 more in the works!), are judges on the Food Network's Wall of Bakers, and have been featured on NBC, CTV, Globe & Mail, the Hallmark Channel, Martha Stewart Weddings magazine and more.



THERE'S A COMMUNITY FOR THAT! PANEL



Charmaine Jennings | Strategic Charm Boutique and Hustle & Charm

Charmaine Jennings is the founder of Hustle + Charm – a community of women who have been coming together for support in life, entrepreneurship and career growth since 2017. She believes more women are needed in business and high-earning positions in career and business, and is on a mission to help as many women as possible reach their next level of success.

Charmaine is also the founder and CEO of Strategic Charm, serving as a digital marketing executive who helps businesses connect with dream clients and customers online.

Since 2016, Strategic Charm has been helping clients find their voice and define their message so they can confidently and strategically communicate their passion for their industry, the work they do and the value of their offers.

THERE'S A COMMUNITY FOR THAT! PANEL



Jonathan Le | [Creative Mornings](#) & [New Media Manitoba](#)

Jonathan has decades of experience working with both interactive and linear content producers helping them realize their creative visions.



Sabrina Friesen (she/her)

A mental health therapist by day, and a collector of kind people at community gatherings in her off time, Sabrina is in love with connection, curiosity, and new ways of being human, together.



BREATH WORK



Natalie Suppes | S&S Creative

"Natalie, a seasoned sales and marketing expert with over 15 years of experience and a loyal following of 29,000 on IG. She is the founder and CEO of S & S Creative Inc., a digital marketing and virtual assistance agency that empowers entrepreneurs with effective strategies for measurable success. Beyond her professional endeavors, Natalie found inspiration in becoming a breathwork practitioner, passionately sharing the somatic experience of breathwork as a public speaker worldwide. Natalie is also an author with her book *Sick and Successful* scheduled to be released in the Winter of 2024.

S & S Creative Inc. holds a deeper significance as it embodies a profound ethos. The acronym "S & S" stands for "Sick and Successful," reflecting Natalie's personal journey as a chronic illness warrior. Motivated by her own challenges, Natalie established a company that not only serves as a digital marketing powerhouse but also employs all individuals dealing with chronic illness, caregivers, and stay-at-home moms alike. Natalie shares her passion for showing others their wildest dreams are possible for them no matter what on her top 5% globally ranked podcast also called *Sick and Successful*"

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Introverted Mom (Tacey Walker)
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Creating A
SCENE

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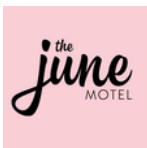
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APOTHECANDY



MEET OUR ADVISORY BOARD

We all know “it takes a village” and bringing a dream to life – like Camp Rover – is no exception.



Yemilo (she/her)

Founder and Owner of Tukoda Productions
tukodaproductions.ca



Christina (she/her)

Photographer | Writer | Creative Coach | Founder
of Haus of Rough Drafts
christinawkroeker.com



Lauren (she/her)

Floral & Event Designer / Owner
stonehouseweddings.com



Janelle D. (she/they)

Bloom & Brilliance
bloomandbrilliance.com



Dwayne (he/him)

Commercial & Event Photographer
dwaynelarson.com



Shannon (she/her)

Blake Creative
[@blakecreativeco](https://www.instagram.com/blakecreativeco)

MEET OUR ADVISORY BOARD

We all know “it takes a village” and bringing a dream to life – like Camp Rover – is no exception.



Amber (she/her)

Retail & Brand Nerd | Marketing & Strategy |
Graphic Design
[@oh_hi_amber](https://www.instagram.com/oh_hi_amber)



Leanne (she/her)

Event Planner
[prairieskyevents.com](https://www.prairieskyevents.com)



Teri (she/her)

Photographer & Educator
[terihofford.com](https://www.terihofford.com)



Gabriela Klimes (she/her)

Director, Local Communications + Brand,
CBC | Co-founder The The Essential
Platform
[@pixbygk](https://www.instagram.com/pixbygk)



Vanessa (she/her)

Photographer & Educator
[vanessarendae.ca](https://www.vanessarendae.ca)



Kirsten (she/her)

Videographer
[ktfilms.ca](https://www.ktfilms.ca)

MEET OUR ADVISORY BOARD

We all know “it takes a village” and bringing a dream to life – like Camp Rover – is no exception.



Janelle (she/her)

Founder – Digital Darling
digitaldarling.ca



Kayla (she/her)

Sugar & Salt Bake Shoppe
sugarandsaltbakeshoppe.com



Rachel (she/her)

Squarespace Website Designer
racheldyan.ca



Amanda (she/her)

Founder | Event Planner & Designer
amandadouglaevents.com



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