November 5th - 7th, 2014
at Terminal City Club, Vancouver BC
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2014 Conference Planning Committee

Jeremy Sabell  Geoff Collier  Amanda Steele
Desiree King  Lois McNestry

Executive Director & Board Members

Executive Director: Amanda Steele
President: Jeremy Sabell, Stenberg College
Past President: Victor Tesan, CDI College
Vice President: Maggie Harvie, Sprott Shaw College
Treasurer: Theresa Daniele, The Education Company (TEC)
Secretary: Krista Livingstone Clark, Discovery College
Member: Bruce Anderson, SELC College
Member: Geoff Collier, Thompson Career College

Member: Armand Delisle, First College
Member: Mike Druce, Academy of Learning
Member: Soheil Gorji, ITD Canada
Member: Corrie Heranga, Arbutus College
Member: Lois McNestry, Discovery Community College
Member: Desiree King, CDI College
Member: Alfredo Vazquez, Arbutus College
Member: Meghan Lahti, Sprott Shaw College
The Association

The BC Career Colleges Association was first established in 1977 in order to promote the interests of all institutions and students involved with private post-secondary education in this province. Our principle aim is to ensure that our sector is recognized and supported by government for its significant contribution to the provincial economy and the labour force that drives it.

We are also committed to raising the profile of our sector in general, and that of our membership in specific, so that the public is continually and more thoroughly acquainted with our dedication to quality, career-oriented education.

Membership Benefits

Your membership with the BCCCA provides you with ongoing support, advocacy, technical information and current updates (provincial and federal) on industry related topics, opportunities for networking, professional development, and organized meetings with government officials. Your BCCCA Membership also includes automatic membership with the NACC, our national partner, founded in 1896. For more information on membership with the BCCCA please visit the registration desk or visit our association website at: www.bccca.com.

NOTE: If you decide to become a member within 30 days following the conference, you will be credited the member ticket price and the difference will be reimbursed.

Venue Information

Vancouver, British Columbia

Vancouver was recognized as the Top Destination in Canada in Trip Advisor’s 2012 Traveler’s Choice Awards, and was chosen as the world’s “Most Livable City” in 2010 by the Economist Intelligence Unit (EIU), a title it has been awarded eight times since 2002.

Vancouver offers travellers both outstanding opportunities for outdoor adventure and the sophisticated amenities of a world-class city. Take advantage of the city’s Oceanside location, with plenty of green space and many recreation opportunities in the mountains 20 minutes north of downtown. After a busy day, linger over a glass of BC wine and a locally inspired meal, or unwind at one of Vancouver’s unique spas. While this sea-level port city is known for its temperate climate, the surrounding snow-covered slopes are perfect for winter sports and breathtaking views of the city twinkling below. Vancouver is one of the few places in the world where it’s possible to ski in the morning and sail in the afternoon.
Venue Information

Terminal City Club

Established in 1892, Terminal City Club is one of Canada’s most distinguished private clubs with a reputation for excellence, nestled in the heart of Vancouver’s Waterfront and Trendy Downtown District, and close proximity to the Canada Line, Convention Centre, Historic Gastown, Shopping, Restaurants, Galleries and Theatres. The conference will be held in the prestigious Metropolitan Ballroom, with floor-to-ceiling windows and outdoor terrace with sweeping views of Coal Harbor and the North Shore Mountains.

Auberge Hotel

Perfectly situated in the Terminal City Tower, overlooking the waterfront, Auberge Vancouver is ideal for leisure travelers and business guests alike. Replete with breathtaking views and every amenity one could wish for, this luxury boutique hotel is a landmark feature of the downtown skyline.

With a sophisticated design, exquisite finishes, pool and spa, fitness facilities and all the dining and entertainment attractions just steps away, Auberge Vancouver offers the ultimate experience to its guests. For more information please click the link below: www.aubergevancouver.com.

- Guest rooms are available at a special discounted rate starting at $179.00 per night. Please book in advance as rooms are limited.
- To reserve your room today, please contact: reservations@aubergevancouver.com
General Information

Cellular Phones & Pagers
As a courtesy to your colleagues, all participants must turn off ringers to cellular phones or paging devices during the presentations.

Wifi Access
Terminal City Club provides FREE WIFI to delegates.

Smoking
All public areas at Terminal City Club are designated non-smoking.

Dress Code
Casual Business attire is recommended for the conference.

Contact Information
BC Career Colleges Association
11-200 Burrard Street
Vancouver, BC V6C 3lO

Telephone: 604-874-4419
Fax: 604-874-4420
E-Mail: thebccca@gmail.com

Name Badge Policy
Delegates are required to wear their name badge at all times and will not be granted access to the Conference without it. Please wear your name badge at all times. They will be provided to all delegates and participants when they check-in at the BCCCA Registration Desk. It is your admission pass to the breakout sessions, the exhibit hall and social events. This is to ensure that access to the Conference is properly managed.

Registration Desk
The registration desk is located just outside of the Metropolitan Ballroom and will be open at the following times:

Wednesday, November 5th: 4:00pm - 7:00pm
Thursday, November 6th: 7:30am - 5:00pm
Friday, November 7th: 7:30am - 3:30pm

Evaluation Forms
Please complete the overall and individual evaluation forms and return at the end of the meeting. The evaluation forms will accompany this program guide. Your assistance will greatly improve our future event.
Exhibitor Floor Plan & Guide

All participants are encouraged to visit the exhibitor booths located in the Ferguson & Atkins & Ceperly Rooms & Walker room.

Ample time is provided to review and discuss the latest products and services with company representatives. BCCCA is grateful for their support of the Conference.

Exhibitor Room Hours

Thursday, November 6th
7:30AM- 6:00PM (Cocktails will be held in the Exhibitor Room from 5:00pm-6:00pm)

Friday, November 7th
7:30AM-4:00PM

Exhibitor Floor Plan

1. Intuit Canada
2. Snaptech Marketing
3. Eslevier
4. Life and Death Matters
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15. Great Exposure
16.
17. Emond Montgomery Publications
18. Westland Insurance
20. Higher Education Marketing
Michel Falcon is a local customer and employee experience coach and professionally represented keynote speaker. He works with organizations that aspire to recreate or refine the service they deliver to their customers and employees. Michel has worked with billion dollar companies while also helping small businesses become customer and employee centric. Prior to becoming a business coach and keynote speaker, he was a part of 1-800-GOT-JUNK customer experience team that managed the organizations customer centricity efforts and deployed training content organization wide.

During this keynote presentation, Michel will help us think differently about the student experience and provide actionable concepts that we can implement immediately. By leveraging his real world experience in working with large sized companies, across many different industries, he will help identify the strengths; weaknesses and opportunities institutions have to increase student loyalty and engagement.

**Wednesday, Nov 5th**

**DAY 01**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30am - 04:30pm</td>
<td>Pre-Conference Workshop: The Essentials in Hospice Palliative Care</td>
</tr>
<tr>
<td></td>
<td>Kath Murray, Life and Death Matters</td>
</tr>
<tr>
<td>04:00pm - 05:00pm</td>
<td>Welcome and Registration</td>
</tr>
<tr>
<td>05:00pm - 07:00pm</td>
<td>Welcome Reception (Included With Your Ticket)</td>
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**Thursday, Nov 6th**

**DAY 02**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>07:30am - 08:30am</td>
<td>Hot Breakfast</td>
</tr>
<tr>
<td>07:30am - 08:30am</td>
<td>Exhibitor Showcase Begins</td>
</tr>
<tr>
<td>08:30am - 09:30am</td>
<td>BCCCA Welcome and Year in Review</td>
</tr>
<tr>
<td></td>
<td>Amanda Steele, Executive Director</td>
</tr>
<tr>
<td></td>
<td>Jeremy Sabell, BCCCA President</td>
</tr>
<tr>
<td>09:00am - 04:00pm</td>
<td>Financial Aid Workshop (Level 1)</td>
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<tr>
<td></td>
<td>Allison Gottenbos, The Education Company</td>
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<td></td>
<td>(must register in advance)</td>
</tr>
<tr>
<td>Time</td>
<td>Session</td>
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<tr>
<td>09:30am - 10:45am</td>
<td>Keynote: Michel Falcon</td>
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<tr>
<td>10:45am - 11:15am</td>
<td>Break &amp; Exhibits</td>
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<tr>
<td>11:15am - 12:30pm</td>
<td>Breakout Session 1</td>
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<tr>
<td>11:15am - 12:30pm</td>
<td>Breakout Session 2</td>
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<tr>
<td>12:30pm - 01:30pm</td>
<td>Working Lunch &amp; Exhibits</td>
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<tr>
<td>Time</td>
<td>Session Title</td>
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<tr>
<td>01:30pm - 02:45pm</td>
<td>Break Out Session 4</td>
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<tr>
<td></td>
<td>Navigating Employment Standards &amp; Human Rights in Your Institution</td>
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<tr>
<td></td>
<td><strong>Terrace Room B</strong></td>
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<tr>
<td>01:30pm - 02:45pm</td>
<td>Breakout Session 5</td>
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<tr>
<td></td>
<td>Optimize For Conversion—Turn Your Website Traffic Into Sales Leads</td>
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<tr>
<td></td>
<td><strong>Wilson M. Beck Room</strong></td>
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<tr>
<td>01:30pm - 02:45pm</td>
<td>Breakout Session 6</td>
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<td></td>
<td>Migrating to Quality Online Curriculum: 1st Things First</td>
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<td></td>
<td><strong>Terrace Room B</strong></td>
</tr>
<tr>
<td>02:45pm - 03:15pm</td>
<td>Breaks &amp; Exhibits</td>
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### Thursday, Nov 6th  |  DAY 02

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>03:15pm - 04:30pm</td>
<td>Break Out Session 7</td>
<td>Shirley Guglielmini, Director of Human Resources, Sprott Shaw College</td>
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<tr>
<td></td>
<td>Recruiting, Hiring and Keeping Great Employees</td>
<td>This session will discuss recruiting and hiring the right talent in today’s workforce and developing the talent from within. Topics will include recruiting resources, interview styles and techniques, performance management, employee development, succession planning, and the total compensation package. It’s not just about the salary and health benefits any more - today’s employees have more needs and expectations when it comes to their employer. Learn about the different generations that are sharing the workplace today and how their needs and wants vary. Finds ways to add to your organization’s total compensation and reward structure in order to attract, retain and motivate your employees.</td>
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<td></td>
<td></td>
<td>Presidents Ballroom</td>
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<tr>
<td>03:15pm - 04:30pm</td>
<td>Breakout Session 8</td>
<td>Saj Butt</td>
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<td>Data Driven Decision-Making</td>
<td>Information is today’s most valuable asset. Every day you and your team make key Marketing and Admissions decisions that alter the course of your trajectory and impact the success of your school. These decisions are based on some information, estimation, instinct, or no information at all. In this session Great Exposure, experts in highly effective education marketing &amp; student recruitment solutions, will share tools used by the pros that you can implement immediately an affordably to gain invaluable insights, data, and information that empower you to make smarter decisions and control outcomes. Information is knowledge, and knowing will help you plan, project, and succeed - a key session for owners, admissions, and marketers.</td>
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<td></td>
<td>Wilson M. Beck Room</td>
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<tr>
<td>03:15pm - 04:30pm</td>
<td>Breakout Session 9</td>
<td>Dr. Paula Weaver</td>
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<tr>
<td></td>
<td>Quality Instructors: How to Enhance Your Organizations Most Important Assets</td>
<td>What happens in your organization when instructor quality is less than stellar? How does that impact your organization’s reputation and bottom-line? This session will help you mitigate the consequences of lagging instructor quality. You will come away with a tool to consistently improve learner engagement. You’ll interact with other participants as you are guided through a simple, yet profound system for enhancing your most important asset: instructor quality.</td>
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<td></td>
<td>Terrace Room B</td>
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<tr>
<td>04:30pm - 06:00pm</td>
<td>Closing Remarks for Day 2</td>
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<tr>
<td>05:00pm - 06:00pm</td>
<td>Cocktails and Exhibits</td>
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<td>06:00pm - 08:00pm</td>
<td>Awards Gala (Included With Your Ticket)</td>
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<td>Time</td>
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<tr>
<td>07:30am - 08:30am</td>
<td>Hot Breakfast</td>
<td>Metropolitan Room</td>
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<tr>
<td>07:30am - 08:30am</td>
<td>Exhibitor Showcase Begins</td>
<td>Ferguson Ballroom</td>
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<tr>
<td>08:30am - 09:30am</td>
<td>Plenary Session:</td>
<td>Metropolitan Room</td>
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<td>Skills For Growth: BC’s Labor Market Strategy to 2020 Update</td>
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<td>Ministry of Jobs, Tourism and Skills Training B.C</td>
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<tr>
<td>09:00am - 04:00pm</td>
<td>Financial Aid Workshop (Level 2)</td>
<td>Media Room</td>
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<td></td>
<td>Allison Gottenbos</td>
<td>The Education Company</td>
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<td>(must register in advance)</td>
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<tr>
<td>09:30am - 10:45am</td>
<td>Plenary Session - B.C. Employer Panel</td>
<td>Metropolitan Room</td>
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<td>The Employer Panel will consist of five employers, that represent 5 key employment sectors in British Columbia, including trades, health care, education, manufacturing, and mining. The panel will share ideas on best practice strategies for educating and provide employment related statistics.</td>
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## Friday, Nov 7th  | DAY 03

<table>
<thead>
<tr>
<th>Time</th>
<th>Breaks &amp; Exhibits</th>
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<tbody>
<tr>
<td>10:45am - 11:15am</td>
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<td>11:15am - 12:30pm</td>
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### Break Out Session 10
**Develop Your Next Proposal the Toyota “A3” Way**

Peter Agnew | Plan “B”

This workshop introduces participants to “A3” thinking and the “A3” proposal development tool – used by Toyota and other leading companies across the globe. An “A3” is simply an 11 x 17-inch piece of paper divided into several structured sections. The “A3” is used to standardize and simplify proposal writing, stimulate innovative thinking and enhance problem solving.

**A3 Thinking**

is about a logical and critical thinking process that can be applied in any discipline. Think of it as a disciplined thinking pattern to be used by a proposal development team or individual to greatly improve the proposal development process. The “A3” helps you to eliminate unnecessary information.

Attend this 75-minute workshop and find out how much better your proposals will become when you write your next proposal through “A3” thinking and the “A3” proposal development tool.

This workshop will be group-oriented, providing a hands-on experience using the “A3” tool and applying “A3” thinking to your proposal development process.

### Break Out Session 11
**Clickstart Your Digital Marketing: 3 Steps to Google AdWords Strategy and Success**

Flavio Marquez | Snaptech Marketing

Learn about AdWords, the popular search engine marketing tool from Google. Explore strategies that will help you setup AdWords, find relevant keywords, create targeted campaigns, write engaging ads, and reach your customers! Harness the power of digital paid advertising in this interactive marketing session.

**Topics include:**
- Understanding pay per click advertising
- The creation of campaigns
- The 3 step strategy to guarantee your ROI and success

### Break Out Session 12
**Student Aid Designation and EQA: A Lawyers Perspective**

Andrew Gay | Partner at Gudmundseth Mickelson LLP

This session will provide a lawyer’s perspective on the Ministry’s revised approach to student loan designation. Topics will include the linkage between education quality and student loan repayment rates, and the relationship between EQA designation and the goals of the Federal Immigration and Refugee Protection Regulations.
### Program

**Friday, Nov 7th  | DAY 03**

<table>
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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>12:30pm - 01:30pm</td>
<td>Working Lunch &amp; Exhibits</td>
<td>Presidents Room</td>
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</tbody>
</table>
| 01:30pm - 2:45pm | Break Out Session 13  
*Kaizen, Lean and a Company Culture of Continuous Improvement*  
Peter Agnew | Plan B                                                                     | Wilson M. Beck Room              |
| 01:30pm - 2:45pm | Break Out Session 14  
*Lead Generation for International Student Recruitment*  
Phillipe Taza | Higher Education Marketing                                             | Wilson M. Beck Room              |
| 01:30pm - 2:45pm | Break Out Session 15  
*Tips for Creating a Strong Default Prevention Plan*  
Deena Balsdon | D & H                                                                      | Terrace Room B                   |
| 03:00pm - 3:30pm | BCCCA Closing Remarks  
Jeremy Sabell, BCCCA President                                      | Metropolitan Room                |
| 03:30pm - 4:00pm | BCCCA Annual General Meeting  
*Only for Members*                                                      | Metropolitan Room                |
| 04:00pm - 4:30pm | Health Care Aid Registry Update  
Sarina Corsi | BC Care Aide & Community Health Worker Registry  
Jacqollyne Keath | Stenberg College                                                        | Metropolitan Room                |

**Text**

The Japanese term ‘Kaizen’, means continuous improvement, and is a long-term approach to workplace improvement and quality assurance that systematically seeks to achieve small, incremental changes in processes in order to improve efficiency and quality, increase productivity and cut costs. Today Kaizen is recognized worldwide as a pillar of an organization’s long-term competitive strategy. Business, Marketing, Manufacturing, it doesn’t matter: Your company will benefit from Kaizen, Lean & Continuous Improvement tools.

This session will provide an introduction to lead generation strategy and tactics for schools looking to further develop their international student enrollments. Engaging internationally-based, prospective students through digital marketing, provides colleges with a timely and cost effective approach to successfully compete for a share of international students looking to come to Canada, without having to engage in the traditional approach of using agents and making country visits. We will review a full range of lead generation tools and approaches and discuss how to use them to increase your international student lead generation, including, leveraging your website content, international SEO, international PPC, and social media.

This session will give you some great tips to incorporate into your campus to complement or enhance your current default management plan. We will also discuss best practices, education material and ongoing sessions to address repayment methods. We will also be discussing the Regional Teams new focus for the upcoming year centered around Private Career Colleges and how we plan on supporting them ongoing. We will be introducing new concepts, such as “Train the Trainer”, communication strategies, and focus groups. Please join us for an interactive, inspiring session with the Regional Relations Team, NSLSC.
Networking Events

At this year’s Annual Conference, two exciting networking events are planned- each designed to encourage a lively interchange among participants, their registered guests, commercial exhibitors, and sponsors.

Welcome Reception

Mingle with the sponsors, exhibitors, friends and colleagues and celebrate the start to the Annual BCCCA Conference.

Date: Wednesday, November 5th, 2014  
Time: 5:00pm-7:00pm  
Where: Metropolitan Ballroom

Cost: One ticket is included in your exhibitor and sponsorship package. Additional tickets can be purchased for $63.00.

Award’s Gala

Our Award’s Gala event will take place on Thursday, November 6th, 2014 at the Terminal City Club in the President’s Ballroom, overlooking the North Shore Mountains and Ocean. Executive Chef Greg van Poppel creates one of Vancouver’s finest dining experiences, creating visually stunning and incredibly flavorful cuisine.

Date: Thursday, November 6th, 2014  
Cocktails: 5:00pm-6:00pm in Ferguson Room  
Reception Time: 6:00pm-8:00pm  
Where: Metropolitan Ballroom

Cost: One ticket is included in your exhibitor and sponsorship package. Additional tickets can be purchased for $78.75.
BC Career Colleges Association is grateful to the support of the companies listed below, which have provided generous support to help make this conference possible.

- SnapTech Marketing
- Westland Insurance
- Life & Death Matters
- GREAT EXPOSURE! INC
- CDI College
- Higher Education Marketing
- Sprott Shaw College
- Crelogix
- Intuit
BC Career Colleges Association is grateful to the support of the companies listed below, which have provided generous support to help make this conference possible.

**Vendor Support**

- Emond Montgomery Publications
- Elsevier Canada
- Crelogix
- Intuit Education Program
- Allegra Marketing Print Web
- Beeline Web
## Program At A Glance

### Thursday, Nov 6th

<table>
<thead>
<tr>
<th>TIME</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30am - 8:30am</td>
<td>HOT BREAKFAST</td>
</tr>
<tr>
<td>9:00am - 4:00pm</td>
<td>BCCA WELCOME &amp; YEAR IN REVIEW</td>
</tr>
</tbody>
</table>
| 9:30am - 10:45am | PLEINARY SESSION 1  
The Customer Experience as a Pillar for Student Engagement |
| 10:45am - 11:45am | BREAKOUT SESSION 1  
Student Aid BC: Outcomes & Initiatives                                |
| 11:15am - 12:30pm | BREAKOUT SESSION 2  
Internet Marketing & Sales in the Digital Age                          |
| 12:30am - 1:30pm | BREAKOUT SESSION 3  
Accommodating Diverse Student Populations in Your Institution          |
| 1:30pm - 2:45pm | BREAKOUT SESSION 4  
Navigating Employment Standards and Human Rights in Your Institution    |
| 2:45pm - 3:30pm | BREAKOUT SESSION 5  
Optimize for Conversion - Turn Your Website Traffic Into Sales Leads    |
| 3:15pm - 4:30pm | BREAKOUT SESSION 6  
Migrating to Quality Online Curriculum: 1st Things First               |
| 4:45pm - 5:00pm | BCCA CLOSING REMARKS FOR DAY TWO                                       |
| 5:00pm - 6:00pm | COCKTAILS & EXHIBITS (5:00PM - 6:00PM)                                 |

### Friday, Nov 7th

<table>
<thead>
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<th>TIME</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:00am - 4:00pm</td>
<td>FINANCIAL AID WORKSHOP (LEVEL TWO)</td>
</tr>
</tbody>
</table>
| 9:30am - 10:45am | PLEINARY SESSION 2  
Skills for Growth - BC’s Labour Market Strategy to 2020 Update       |
| 10:45am - 11:45am | BREAKOUT SESSION 10  
Develop Your Next Proposal the Toyota “A3” Way                        |
| 11:15am - 12:30pm | BREAKOUT SESSION 11  
Clickstart Your Digital Marketing: 3 Steps to Google AdWords Strategy and Success |
| 12:30am - 1:30pm | BREAKOUT SESSION 12  
Student Aid Designation and EQA: A Lawyers Perspective                |
| 1:30pm - 2:45pm | BREAKOUT SESSION 13  
Kaizen, Lean and a Company Culture of Continuous Improvement           |
| 2:45pm - 3:30pm | BREAKOUT SESSION 14  
Lead Generation for International Student Recruitment                   |
| 3:15pm - 4:30pm | BREAKOUT SESSION 15  
Tips for Creating a Strong Default Prevention Plan                      |
| 4:00pm - 4:30pm | BCCA AGM MEETING (For Members Only)                                    |
| 4:45pm - 5:00pm | BCCA CLOSING REMARKS FOR DAY TWO                                       |
| 5:00pm - 6:00pm | AWARDS GALA                                                            |

### Rooms

- Presidents Room
- Wilson M. Beck Room
- Metropolitan Room
- Terrace Room B
- Ferguson Ballroom
- Media Room