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RBC Family and Small Business Summit invites students, community to explore digital business transformation

Registration deadline is Wednesday, Feb. 28

The Dhillon School of Business and Agility at the University of Lethbridge are delighted to present the annual RBC Family and Small Business Summit on Friday, March 1 from 8:30 a.m. to 3:45 p.m. in the Science Commons Atrium.

The RBC Family and Small Business Summit brings students and community members together to learn from innovators and entrepreneurs who are leading change within organizations. A free event made possible by generous funding through the RBC Foundation, the conference enlightens students about the opportunities associated with family and small businesses and enables those involved in family and small businesses to share their successes and learn about timely innovative practices and future trends.

This year's summit theme is **digital business transformation**. Attendees can expect to learn how local businesses are unleashing the power of data, machine learning and AI to make savvy business decisions and boost their sustainability.

The event will feature opening and closing keynote addresses as well as networking breaks for attendees to interact with and observe AI in action.

Christine Lewington, CEO of Protein Isolate Plant (PIP) International, will present the morning keynote. PIP International is an agri-tech food company based in Lethbridge that is revolutionizing the food industry. Under Lewington's guidance, PIP has developed the world's first tasteless and odorless yellow pea protein isolate and is setting a new standard for sustainability.

Shawn Kanungo, a globally recognized innovation strategist and bestselling author, is the closing keynote speaker. He spent 12 years at Deloitte working closely with leaders to help them better plan for the opportunities associated with disruptive innovation. His bestselling debut book, *The Bold Ones*, has been touted as one of McKinsey's top decision-making books for leaders. Kanungo's work has also been featured in the Globe and Mail, The Guardian, and on CBC and CTV.

Kanungo works at the intersection of creativity, business, and technology, and will dive deeper into how disruptive trends will drive change in how we approach work and reshape small businesses. He will explore how generative AI will shape the future, and how it will impact culture, business, technology and individuals.

In addition to these presentations, a pair of local panel discussions will take place. The first will examine how to improve business decisions through data, machine learning and AI, while the second panel explores enhancing sustainability and measuring progress using data, machine learning and AI.

Community members and students are welcome attend the free RBC Family and Small Business Summit in person at ULEthbridge's Science Commons or virtually. For more information and to **register by Feb. 28**, visit rbcsummit.ca.

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Our University's Blackfoot name is Iniskim, meaning Sacred Buffalo Stone. The University is located in traditional Blackfoot Confederacy territory. We honour the Blackfoot people and their traditional ways of knowing in caring for this land, as well as all Indigenous Peoples who have helped shape and continue to strengthen our University community.