TUESDAY FEBRUARY 11 **MARDI 11 FÉVRIER**

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9 AM - 10 AM

AI AT THE EDGE: INNOVATING OFF-ROAD MOBILITY FROM NEW BRUNSWICK TO THE GLOBAL STAGE

Sam Poirier, P.Eng.
Co-founder and CEO of Potential

In this presentation, Sam Poirier, founder and CEO of Potential, will share how a Fredericton-based startup is harnessing artificial intelligence to transform off-road mobility. Starting from its roots in New Brunswick, Potential now collaborates with global partners in Powersports, automotive, and industrial sectors. Through real-world examples and compelling video demonstrations, Sam will highlight how advanced Terrain and Rider Intelligence systems improve safety, performance, and user experience. He will also discuss how nurturing AI talent and developing core expertise locally enables the company to apply the same underlying technology to diverse applications, driving innovation off the beaten path.

Sam Poirier is a co-founder and CEO of Potential, a Fredericton-based technology company pioneering advancements in off-road vehicle intelligence. An engineering graduate from the University of New Brunswick, Sam's passion for off-road exploration began with his childhood spent in Africa and the Middle East, driving various off-road vehicles across desert landscapes. Today, he leads a team of AI and engineering experts, collaborating with major global brands to redefine what's possible in off-road mobility. Sam has been recognized by Forbes 30 Under 30, The Globe and Mail's Top 50 Changemakers, and Atlantic Business Magazine's 30 Under 30.

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10:30 A.M. - 11:30 A.M.

SOLAR, BATTERY STORAGE, AND ELECTRIC VEHICLE FAST CHARGING MICRO-GRIDS

Roby Douglas, P.Eng
President, Natural Forces Solar

The Bayside Travel Centre Micro-grid project combines both front-of-the meter and behind-the-meter solar PV systems, EV fast chargers, and a lithium-ion battery energy storage system to provide a variety of benefits to the facility. This system has been configured for a multitude of use cases. The microgrid system can provide both facility peak shaving and respond to utility calls for capacity during peak events; it can maximize both solar self-consumption and the utilization of solar energy for low-carbon EV charging; and it can provide back-up power to both the facility and the EV chargers during grid outages.

Roby graduated from Queens University with a Bachelor of Applied Science in 2013, received a Masters Certificate in Project Management from Schulich School of Business in 2017, and obtained his Professional Engineer designation in 2017 as well. Throughout Roby's 10+ year career, he has worked in renewable energy, environmental services, water filtration, and unmanned aerial systems. Roby is the President of Natural Forces Solar, a local engineering, procurement, construction & maintenance (EPCM) company focused on distributed renewable energy systems; a Partner in two Joint Ventures with Eskasoni First Nation and Paq'tnkek Mi'kmaw Nation; as well as a Board Member & the Industry Chairperson of Solar Nova Scotia, a local not-for-profit organization.

1:30 P.M. - 2:30 P.M.
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Sienna Bull, MSc, CPA, Senior Manager, Advisory, Governance, Risk & Compliance Analytics, KPMG LLP

Get ready to dive into the future with Sienna! In this AI session, you'll uncover the latest trends in emerging technologies and demystify generative AI. Sienna will guide you through practical strategies for integrating AI into your work, complete with real-world use cases. Plus, learn how to navigate the landscape of safe, ethical, and responsible AI use. The future is full of unprecedented opportunities—join us to seize them and effectively manage the risks ahead! Don't miss out on this chance to elevate your understanding and capabilities in the tech-driven world!

Sienna is a Senior Manager in KPMG's Risk Consulting practice, with over 7 years of professional experience in accounting, finance and data analytics, with both public and private companies.
She has both her CPA and MSc in Accounting with Cognitive Analytics. This has enabled her to focus on advanced analytics (including machine learning and AI) with both structured and unstructured data.

She is a leader for our Trusted AI and Digital Discovery service offerings in the Region, where she helps clients assess their AI readiness and data maturity, along with identifying best AI use cases and their implications to AI governance organizational structures, processes and tools.

Throughout her career, Sienna has focused on working with data at a detailed level to support Audits, AI & Data Governance, ESG, technology, reporting, cost savings, and KPIs while keeping an eye on the boarder strategy and driving performance. She has delivered automated solutions that provide; new capabilities and enhancements to existing capabilities to support organization and department strategies.

3 PM - 4 PM
CLIMATE CHANGE: WE'RE SCREWED, IT'S OUR FAULT, IT'S GOING TO GET WORSE, AND THERE'S NOTHING WE CAN DO ABOUT IT

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Dr. Adam Fenech, School of Climate Change and Adaptation
University of Prince Edward Island

This scientific talk presents a stark, unapologetic assessment of the current state of the global climate crisis. The speaker lays out compelling evidence of humanity's role in driving climate change, pointing to decades of industrialization, deforestation, and the relentless burning of fossil fuels that have led to the accumulation of greenhouse gases in the atmosphere. The tone is one of urgency and frankness, as the talk delves into the many ways climate change is already manifesting with rising global temperatures, extreme weather events, and shifting ecosystems examples ripped from the headlines, and how these effects are set to worsen in the coming years. The speaker argues that despite international agreements, scientific warnings, and global activism, human inertia, political gridlock, and corporate interests have prevented meaningful action, leaving us hurtling toward an irreversible tipping point where only large-scale geoengineering solutions such as placing mirrors the size of Greenland up in the sky to reflect sunshine.

Ultimately, the talk is a call for radical honesty about our role in this crisis and the limitations of current solutions, imploring listeners to prepare for a future shaped by climate-driven challenges and to push for systemic change in how we live on this planet, or to take drastic global measures where we tinker with the overall global climate system itself.

Dr. Fenech has worked extensively in the area of climate change since 1988 starting with the IPCC First Assessment Report. He has edited 7 books on climate change, most recently as editor of the international journal on Climate Impacts and Adaptation Science. Dr. Fenech has taught at the University of Toronto since 1998, and lectures regularly at universities across Canada and around the world. Dr. Fenech is presently the director of the Climate Lab and the Associate Dean of the School of Climate Change and Adaptation at the University of Prince Edward Island.