

## **Camille Burns, Chief Executive Officer**

Hello, Chapter Chairs. I want to kick this off by taking a moment just to thank you for helping us end 2025 strong. 2025 was not an easy year for WPO. There were many challenges along the way. I know it was also not an easy year for many of our members. So, I hope you know how much your leadership matters. And, I just want to thank you and let you know how grateful we are at WPO for everything that you do, and I know how grateful our members are. So thank you, thank you, thank you. And now on to 2026.

So, I'm going to start with some operations updates and go from there. In terms of operations, just want to remind you that chapter renewal months are now a thing of the past. When a member joins, they are paying in full and that is their membership year. So you will no longer have to worry about chapter renewal months. You can see this in your chapter roster when you log into the portal, what the different member renewal months are. So, as we bring on new members and you bring on new members into your chapter, you'll be able to see that information.

We are also working hard to collect as many credit cards as we can for our members so that we can automate that renewal process and that payment process, and a lot of our members have been really receptive and giving us credit card information, so that we can make their lives easier – we can make your lives easier – and we can make our lives easier. So, working on that.

Our next goal, our goal for 2026 is to be able to automate our payments to you. So, what that would look like is that we would start paying you once a month for your facilitation fee automatically. You would no longer need to invoice us for your monthly fee. You would still need to invoice us for out-of-pocket expenses. So, this is a work in progress. Our team, Josh, Sarah, and the rest of the team are working on that with the technology, so that we can get everything working smoothly. So we'll keep you updated on that, but I want you to know that this is a project that the team is working on – just trying to make your lives a little bit easier if we can.

And lastly, just want to point out, hope you all saw the email about the 40% promotion off the initiation fee for March. We're doing this in honor of Women's History Month. I feel like this year in particular, it's really important to celebrate Women's History Month. And we sent that information to you, we sent you graphics. That all came from Tomi Jane. If you did not see that email or you need those things again, we're happy to help you. And anything like that, please just reach out to Tomi Jane and she's more than happy to help you.

I want to break up the next section into regions. So, I'm going to start with the United States – our focus for the United States in 2026 is growth. We are working to grow our membership in the United States. The five regional leads are, they are in the role. They are already working extremely hard. I know that many of you have actually already spoken to the region lead in the past. So, helping us get our chapters that are not at 15 to 15, that's the primary focus of the year. There's also a focus on just some connectivity across chapters. So, Region Leads are working, coming up with some ideas on how we can do more to create more community outside of just the specific chapters. So, they're all incredible and working hard, and we're really excited to see how this plays out this year. This is something new for us, and there's just a lot of enthusiasm around it.

In terms of sponsorships, we have a lot of sponsorships. We have sponsorships that are in the U.S. You know, it's still a really difficult climate. I feel like we're extremely lucky just knowing what's happened with all of the other women's organizations that we didn't lose any sponsors last year. We're working hard on this year. It's a challenge. We are still working with Beyond Booth. They have been reaching out to a lot of different types of companies, a lot of different industries, and we're trying different angles and seeing what

works. So, we're really excited to see what's coming out. And, you know, we'll see where this takes us, but things seem to be moving. We're excited to see that progress.

What I do ask is at the forum this year: please give our sponsors some love. Stop by the booth. Some of them are small businesses that are supporting the forum. And, the corporations that are there – you know, many of them had to fight really hard within their companies to continue to support us. I know that they had budgets cut, and they had to cut other organizations that they support. So, please stop by their booths, give them some love. You know, just, I would really, really appreciate that because some of them have had to do real heavy lifting within their companies to continue to support WPO.

Now, moving up North, moving to Canada. The focus in Canada is really fortifying WPO Canada. So, we are working on strengthening that national connectivity. 2026 is an exciting year for WPO in Canada because it is our 25th anniversary. 25 years ago, we started our very first chapter in Toronto. So, we're really, really proud to be part of that. And Canada has been incredible; it's been so strong for WPO. And, we have so many incredible members across the country and have really experienced incredible growth over the last couple of years in particular in Canada.

So, we are hosting our first ever event summit in Canada. It is going to be October 1st and 2nd. It is called Canadian Connect and it will be held in Calgary. And, we're inviting all of our members from all over Canada. It's a celebration of our 25th anniversary and hopefully this will become potentially an annual event. So we open this up, and we would also love to have some global members come. So, as registration goes out and we send out more information, just know that this isn't just for Canadian members, that we're really opening it up. So, any members who want to come and connect with our Canadian members and show love to Canada – they're certainly invited.

And now moving outside of North America to the around the world WPO. I'm very excited to announce that Annie Wilhelmi is going to continue as our Head of Global Growth through 2026. We've got a lot of really exciting plans and Annie didn't have time to make a video prior to this town hall. So, you will hear from Annie live on Monday with just some of our updates, but we are really focused on three regions in 2026. We're focused on growing in Europe, in Latin America, and in Africa. So, you'll hear from Annie on Monday and two other really exciting announcements in terms of WPO around the world.

First is that Valeria Rodriguez-Codina is now the Head of Iberia and Latin America. So, Valeria is working with us on helping us grow our Spanish-speaking WPO. So, we're really excited to have her in this role. And, also, Virginie Audet from Quebec is now the Head of French-speaking WPO chapters. So, we are working really hard to get her in this role. And we're really excited to have her in this role. And we're also working with Virginie on continuing to expand chapters that are French-speaking. So, we're, we're beyond thrilled to have the two of them in these roles. It's really going to help WPO as we continue to grow and scale around the world.

We did also have our fourth annual global summit. It was actually last week in Cape Town and it was an incredible event. We had 140 women attend the event. It was packed, full house, really great day of learning and really incredible to bring to the table. So, we're really excited to have her in this role.

Lastly, just a quick update on the foundation and the Harvard program. The Harvard program we had a couple weeks ago – Leading Through Business and Personal Transitions. It was another really successful program. Feedback has been great. You know, Harvard is dealing with a lot of the same challenges that the corporations are dealing with and us having a program there for women is a little challenging for Harvard.

We're working really hard to be able to continue this program. We've got some incredible internal support at Harvard, some real champions that are working on our behalf. We're doing what we can to make sure that we can continue this program and to help Harvard in whatever way we can to make it easier for them to make a case to continue to do this program and to continue to support our WPO members. It's a challenging climate in academia as well, and Harvard is certainly feeling it. Working with them on that, but more to come - really hoping we're going to be able to continue that in 2027.

And another thing we're working on on the foundation side is really developing a much more robust individual giving program so that we can help, you know, continue to add value to our members and help encourage our members, particularly ones who've had a lot of success, had successful exits - help support those women that are coming up. So more to come on that, but it is in the works.

We're really just gearing up for the forum. We're so excited to see all of you. You're going to see a lot of new faces in terms of Chapter Chairs at the forum. A lot of new Chapter Chairs coming from around the world. So, we know that it's going to be a great training. It's going to be a great event. And we really look forward to seeing you all there. You will hear more from Kirsten and her update, but please encourage your members to come. These opportunities to connect in person are more valuable than ever and more important than ever. We hope that we'll have a great showing, you know, ask you to encourage your members to be there and show up and make those connections and build those relationships with other WPO members.

Thank you for everything you do. I am really looking forward to seeing you all on Monday and seeing you all in person in May.

### **Judy Waak-Pearce, Director of Customer Engagement**

Hey everyone. Thanks so much for your time today. I hope that you are having a great beginning to March. Just wanted to give you a few updates on what's happening in Chapter Chair world.

So as of January, the Region Leads were officially put in place. Just to go over those for Canada and the US: we have Lindsay Recknell in Canada; Jayne Houston is in the Northeast; Liz Whitehead is in the Southeast; Leah Goldstein is in the Midwest; Elizabeth Davis is in the Mid-South; and Christy Martin in the West.

In January, we actually had a new Chapter Chair Orientation, and we welcomed eight new Chapter Chairs at that orientation. During the same trip, we did an orientation for the Region Leads. So, all the Region Leads did attend not only the Chapter Chair Orientation, but also their own orientation as they prepare to get ready and meet with each of you, as I'm sure they already have. And if they haven't, then they will be in the very near future. Their goal is to continue to support you as the organization grows. Our goal is to have every chapter at 15, and with the help of our Region Leads, I'm confident that we will get there in very short order.

As we continue to grow as an organization, our next Chapter Chair orientation will be the first week of July. And we already have an estimate of nine Chapter Chairs that we will be bringing to orientation in July with an international orientation scheduled for September.

I just want to remind everyone that the Chapter Chair training at the forum will be all day on May 6. We look forward to seeing you. We're going to have some fun activities as we did last year, and we plan on everyone being there.

And then lastly, I want to thank a couple out-going Chapter Chairs. They're longtime Chapter Chairs and they'll really be missed. Leaving is Grace in Princeton, New Jersey and Juliet from Portland, Maine. We want to thank them for their long service to WPO, their continued commitment, and everything that they have done for us has really meant a great deal.

So, thank you so much. And I look forward to seeing you on Monday.

### **Kirsten Wynn, Chief Innovation & Programming Officer**

Hi, Chapter Chairs. Kirsten here from sunny, snowy Toronto. Thought I'd give you a view of the lake shore before heading into some updates.

Okay, we got some forum updates. So, the forum is May 7 and 8 in Hollywood, Florida – Florida, not California, Florida. And it is Hollywood, Florida, which is equidistant between Fort Lauderdale in Miami. You could fly into either. So, we've got lots of updates about this.

First of all, you know, it's May 7 and 8 all day, both days ending with the party on May 8. There is still the Platinum Summit. So, that's happening on May 6. You guys all know your training details from Tomi Jane and Judy.

So let's talk about some updates. First, the keynotes – we have all of our keynotes. Dory Clark is the first keynote. She is a marketer. She's a professor. She's an author many times over. She's a top executive coach and a best selling author. And, she helps leaders become recognized as thought leaders. And her newest book is about playing the long game, focusing on the things that work staying the course, which I think will be a great contrast to the 50 Fastest Growing Women Owned/Led Companies Luncheon, which is on lunch on Thursday.

Okay, of course, we have workshops coming up. They're going to be great. Pinnacle Global Network is coming back - Allison Maslon. She's always great. There's a couple others that are in the works that are going to be phenomenal.

Of course, we have Sip & Shop with the sponsors. Do me a favor, visit the sponsors. It's always great to get some love from our Chairs.

All right, next keynote - Kim Scott is Friday morning. Kim Scott is Radical Candor. She's radical respect, she is a leadership expert and known for redefining how managers build strong relationships and driving results with their team. That's Kim Scott.

And then our final keynote is Charles Duhigg. Charles is a poltergeist. Charles is a surprise winning journalist, but he's known for exploring habits and the power and science of habits, as well as productivity and high performing teams. So those are the three, four ish keynotes that you'll see.

A couple new things to mention: WPO After Dark, there will be a very small session after dark on Thursday evening that will go into some more hormone replacement, menopause, perimenopause, a little sexual health. So that is WPO After Dark.

Tracks – those are new. So, Friday, after the morning keynote, there are now three different tracks. There's going to be the Successor Shift, AI, and Exits. For the successor shift, I want to make sure you know about

this. This is for members that are in family businesses that are transferring out of family businesses or are thinking about passing the business on to family. I want to make sure you know that members can bring their family, their daughters, their family members that are transferring into the business. This is going to be a really important session, not only will we talk about where you are in the business, even if you're in a big family business, and you're not part of the family. So, knowing the stakeholders and where you fit, but then also knowing the landscape of family businesses and what's going on for succession in family businesses, and passing on to the next gen, as well as finding your voice in a family business. So, if you have come into a family business, and maybe you still have somebody in line in the business, it's about honoring the past, but moving forward with your own voice and a little bit of branding there. So, it's going to be a really great track.

When I say tracks, these are just longer than workshops and are about two hours or so with breaks, different sessions in each.

AI will have a couple different sessions, I'm still working out exactly how that looks. Exits, of course, will feature a lot of members who have exited, as well as experts. So exits, AI, successor shift. And then there will be a party on Friday night. We're working out that theme, but know that it will be outdoors, we're going to have a beach-iness to it, we're right on the beach. It's going to be wonderful. You're going to have a great time. I can't wait to see you there.