



CONVERSATIONS THAT MATTER: CIVIC ENGAGEMENT SPEAKER SERIES

CULTURE and DIVERSITY

Wednesday, October 10

7:00 - 8:30 p.m. | McMaster University Continuing Education, 1 James St. N. | **FREE**

JOIN US for an information series on issues that matter to Hamilton. Hear from a panel of McMaster University and community experts about the arts and culture scene as it continues to evolve in Hamilton, what makes a welcoming community of culture for newcomers and the importance of preserving culture and heritage.



Moderator:
SHELLEY MCKAY
Communications
Manager,
Hamilton Public
Library



Panelist:
TIM POTOCIC
Co-Owner
Sonic Unyon
Records and
Director,
Supercrawl



Panelist:
**MAY-MARIE
DUWAI-SOWA**
Employment
Equity Specialist,
McMaster
University



Panelist:
**IAN
KERR-WILSON**
Manager, Heritage
Resource
Management,
City of Hamilton



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CULTURE and DIVERSITY: Wednesday, October 10



MODERATOR: **SHELLEY MCKAY**

Communications Manager, Hamilton Public Library

Shelley McKay oversees communications for the Hamilton Public Library. She leads a team responsible for developing communication strategies to advance the Library as a vibrant community hub. These strategies include marketing, public relations, media outreach, partnerships, publications, social media, events and conferences.

McKay joined HPL after working seven years as Director of Communications and Development at Forests Ontario, where she grew the organization into a nationally-recognized, non-profit institution. Previously, she held positions in non-profit, for-profit and agency sectors. McKay has 20 years of experience building brands in Canada and the US. She regularly presents on communications planning and has served on several industry associations and community boards. She graduated from the University of Windsor in Sociology and Communications.



TOPIC: **Supercrawl**

SPEAKER: **TIM POTOICIC**

Co-Owner Sonic Unyon Records & Director, Supercrawl

Tim Potocic is co-owner and president of 23-year old Sonic Unyon Records in Hamilton, including in-house labels Sonic Unyon records, Sonic Unyon Metal and Goodfellow Records. Potocic has sat on the boards of CIRPA and CARAS and has enjoyed a Canadian Music Industry Award for label of the year, a Hamilton Entrepreneur of the Year award, and having several of his artists acquire Juno nominations. Potocic currently sits on the boards of the CIMA "Canadian Independent Music Association", and FACTOR "Foundation to Assist Canadian Talent on Record." Sonic Unyon has grown into one of Canada's leading independent record companies releasing over 170 new recordings by a wide variety of acts such as Aereogramme, Augury, A Northern Chorus, Change of Heart, Cursed, Dinner Belles, Hayden, Oh Suzanna, Suicidal Angels, Ringo DeathStarr, Sacrifice, Sianspheric, Spirits, Simply Saucer, Steve Strongman, Treble Charger, Terra Lightfoot, Teenagehead, Tristan Psionic, Tricky Woo, Young Rival, Frank Black & the Catholics, and Voivod.

In 2009/10 Sonic Unyon expanded into the Live Music business with Tim Potocic as the Supercrawl festival's lead organizer. Supercrawl attendance in 2016 grew to over 200,000 and has won Tourism's "Festival of the Year" award 3 years straight. Currently, Sonic Unyon has opened its first venue (Mills Hardware @ 95 King St E) and continues to focus on the events side of the business with Supercrawl expansions, Because Beer, Festival of Friends, Seven Sundays concert series as well as new event properties being developed to launch in 2017/18.



TOPIC: **Creating a Welcoming Community**

SPEAKER: **MAY-MARIE DUWAI-SOWA**

Employment Equity Specialist, McMaster University

May-Marie Duwai-Sowa is dedicated to promoting diversity, equity, inclusion and social change in both her personal and professional endeavors. Duwai-Sowa currently serves as Employment Equity Specialist at McMaster University, working to advance the institution's Employment Equity Framework. She has over 15 years' experience specializing in community development strategies, public policy implementation, accessibility, diversity, equity and inclusion, across various sectors including not-for-profit, municipal and provincial government.

Duwai-Sowa has held various positions including Refugee Case Manager with the Lutheran Social Ministries of New Jersey, Family Service Specialist with the Division of Youth and Family Services (State of New Jersey), Community Developer with Hamilton's Centre for Civic Inclusion, Economic Development Adviser with the Ontario Ministry of Agriculture, Food and Rural Affairs and Accessibility and Equity Specialist for the City of Hamilton. She is also the Founder and Publisher of Illuminence e-Magazine, dedicated to showcasing exemplary fem-leaders and guys who get it for their remarkable accomplishments.

Duwai-Sowa holds an Honors Bachelor's degree in Sociology from Rider University (New Jersey, USA) and a Master's degree in Sociology and International Development from University of Guelph (Guelph, Ontario). Duwai-Sowa is also a recipient of various academic, professional and community awards in Sierra Leone, United States and Canada.



TOPIC: **Heritage in Hamilton**

SPEAKER: **IAN KERR-WILSON**

Manager, Heritage Resource Management, City of Hamilton

Ian Kerr-Wilson has worked the heritage field in Ontario since 1981. He joined the City of Hamilton museum system in 1989 and has worked in various curatorial and management positions. Currently, he is the Manager of Heritage Resource Management for the City of Hamilton, overseeing 9 museums/historic sites including 6 National Historic Sites. He holds a B.A. from Trent University, an M.A. and B.Ed from Queen's University and a Masters of Museum Studies from the University of Toronto.