

SILVER TECH



Bridging Innovation and Longevity *Summit 2025*

Welcome to the SilverTech Summit.

Today, you're joining a room full of people who refuse to accept that aging means disconnection, invisibility, or compromising on the life you want to live. Whether you're here as a tech innovator, caregiver, older adult, or someone who simply believes technology should serve everyone, you're in the right place.

We're here to have honest conversations about what's working, what isn't, and what's missing entirely. But we're not just identifying challenges, we're here because each of you is already creating change. You're the developers creating intuitive interfaces, the entrepreneurs designing meaningful products, the advocates ensuring no one gets left behind, and the older adults showing us what's actually needed versus what we think is needed.

Your conversations today, over coffee, between sessions, in those moments when someone shares an idea that makes you think "yes, exactly," those are where the real work happens. The speakers will inspire you, but you'll inspire each other.

Thank you for choosing to spend your day with us, and to our sponsors and volunteers who made today possible. Now let's get to work shaping technology that not only accommodates aging, but also celebrates it.



Agenda

8:15 - 9:00 Registration Open and Networking in the Cafeteria

9:00 - 9:20 Opening Ceremony

Land Acknowledgment - Haidong Liang, Executive Director, Westend Seniors Activity Centre
National Anthem - Edmonton Chinese Philharmonic Association
Introduction of our Emcee - Thu Parmar, West Edmonton Community Leader
Welcome from the City of Edmonton- Tim Cartmell, Edmonton City Councilor

9:20 - 9:45 Opening Remarks

Karen Murdock - Founder, Voiced Memories
Andrew Karesa - President & CEO, blueBell Village
Haidong Liang – Executive Director, West End Seniors Activity Centre

9:45 - 10:30 Panel Discussion- Aging in the Right Place

Moderator Lisa Laferriere – Vice President Strategy, Health Cities
Jay Pritchard - President, West End Seniors Activity Centre
Karteek (Mack) McKenna - Senior Product Leader, Alberta Motor Association
Sabrina Brady - Registered Provisional Psychologist, Insight Psychological
Karen Johnston – Rural Alberta Senior

10:30 - 11:00 Networking and Exploration Break | Innovation Matchmaking | Exhibitors Open

11:00 - 11:45 Panel Discussion - Senior Centres as Hubs for Innovation

Moderator: Janice Baskins – Manager, Edmonton Regional Innovation Network
Haidong Liang - Executive Director, West End Senior Activity Centre
Karen Murdock - Founder, Voiced Memories | Cogimetry
Farnaz Koubasi - PhD Candidate in Rehabilitation Science | University of Alberta
Eden Redman - CEO & Executive Director, NeurAlbertaTech (NAT)

12:00 - 1:00 Networking Lunch and Exploration Break (Lunch Provided) Cafeteria & Games Room

Innovation Matchmaking Tables | Exhibitors Open | Jam Social Networking

1:00 - 1:30 Keynotes

Billy Morin - The Honourable Member of Parliament, Edmonton Northwest
Thu Parmar - West Edmonton Community Leader, Former VP Red Cross
Trixie Rowein - Senior Portfolio Manager, Financial/Wealth Advisor, Pax Portfolio

1:30 - 2:15 Breakouts

Memory Cafe powered by Voiced Memories [Voiced Memories] – Cafeteria

Smartphone Shortcuts You'll Wish You Knew Sooner [Know It Sooner Computer Training] – Art Room

Silver Tech Resources: Talk to the Experts - Board Room

Moderator - Elizabeth Smith, Simplifying Your Life;
Janice Baskin - Edmonton RIN; Lorena Forster - Alberta Innovates; Becki Hiebert - BH Quality Management Consulting; John Bass - Remarkable Grants Management

2:15 - 3:15 Panel Social Prescribing and Caring for the Caregiver

Moderator: Nicky Gocuan - West Edmonton Community Leader
Naomi Fowler - Health Promotion Facilitator, Primary Care Alberta Representative - Caregivers Alberta
Folakemi (Kemi) Ojo - Founder & CEO, Heart2Care Home Care
Andrew Karesa - President & CEO, blueBell Village
Stephanie Chamberlain - Asst. Professor, Faculty of Nursing, University of Alberta

3:15 - 3:45 Networking and Exploration Break | Innovation Matchmaking | Exhibitors Open

3:45 - 4:30 Closing Ceremony

Karen Murdock - Founder, Silver Longevity Business Association
Haidong Liang - Executive Director, Westend Seniors Activity Centre
Jay Pritchard - President, Westend Seniors Seniors Activity Centre

Silver Tech Summit 2025

Scan to play
Jam Bingo.



Having troubles scanning? Join using code: **Q4PP0D**

Powered By JamSocial | Digital Icebreakers For Events.

Scan. Connect. Win.

It's as simple as pointing your phone at the QR code. Every new connection is a chance to win a prize. Just ask a Jam Social expert or a volunteer if you need help.

We are improving healthcare for Albertans

Health Cities finds innovative solutions to make healthcare better for people, easier for providers, and more effective for communities.



Scan to learn more

 Health Cities



We Connect Seniors



WE Seniors
Westend Seniors Activity Centre


A community hub where people 55+ can drop in and connect with others.

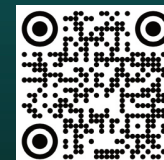
www.weseniors.ca
780 483 1209

ERIN
EDMONTON REGIONAL
INNOVATION NETWORK

BRIDGING INNOVATION

POWERED BY

 ALBERTA INNOVATES



To connect and strengthen
the innovation ecosystem
in the Greater Edmonton area,
driving collaboration
and growth across the region.

www.edmontonrin.ca



Voiced Memories

Strengthening Minds. Connecting Hearts.

Enrich your photos by embedding the stories behind them,
directly from the people who lived those moments.

✓ Secure Storage
✓ Easy Sharing

✓ Audio Integration
✓ Easy Upload

my.voicedmemories.ca



WHAT TO EXPECT:

- ♥ Personalized Care Plans
- ♥ Compassionate Caregivers
- ♥ Transparent Communication
- ♥ Flexible Scheduling Options
- ♥ Continuity of Care & Affordable Rates



ALBERTA APPROVED VENDOR FOR SERVICES WITH:



780-717-9839
www.heart2care.ca

✓ CARE ✓ CONVENIENCE ✓ COMFORT

Elena Russell

780.700.0874 | elena@fasttrackmortgages.net

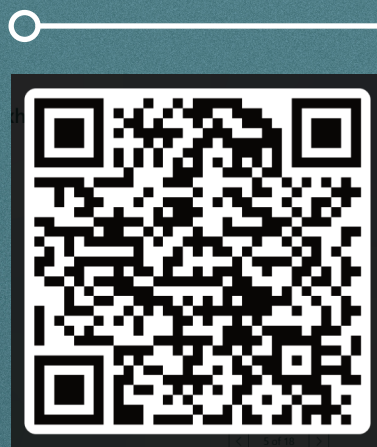
Helping Canadians 55+ explore solutions that allow them to
retire in place, age with grace, and retire on their own terms.



Licensed with



**CENTRE FOR ADVANCED
MEDICAL SIMULATION**



Your voice matters.

Please take a few minutes to complete our
SilverTech Summit Feedback Form either by
scanning the QR code or filling out a paper copy
at the registration desk. The form is open to all
attendees and helps us improve future events
while showing the impact of today's summit for
entrepreneurs, seniors and the community.

TAKING PART. MAKING A DIFFERENCE.

Helping you navigate the ever-changing landscape of life
so you can have peace of mind

Trixie Rowein, Senior Portfolio Manager,
PAX Portfolio Advisory Team of
Raymond James Ltd.

780.414.2520 | trixie.rowein@raymondjames.ca



PAX PORTFOLIO
ADVISORY

RAYMOND JAMES®

Raymond James Ltd., Member – Canadian Investor Protection Fund.



Exhibitors & Location

Gym – will host the Sponsor's Tables – 4 tables

Voiced Memories

Elena Russell - Fasttrack Mortgages | EQ Bank

ERIN - Edmonton Regional Innovation Network

Heart2Care Home Care

Meeting Room – 8 tables

University of Alberta/SeniorsPlace Farnaz

NAT - Table 1

Team Carepal

Congdon

Dignity Memorial

Know it Sooner

Better5

Rose City Organizing

Harry Farmer – 10 tables

NAT - Table 2

NAT - Table 3

Apex Computer and Mobile Repairs

Insight Psychological

Eazy Peazy Downsizing

ACES - A Community Engaged in Sharing

Edward Jones

Tallawah Targeted Relief products

Home Comfort Hygienist

Canadian Exoskeletons Inc

Games Room – 3 tables

NAIT -CAMS - Centre for Advanced Medical Simulation

University of Alberta - Computer Science

Silver Connection Network

**Please tag us in your social media photos
@SilverConnectionNetwork and using hashtag
#SilverTech2025**

WESAC GUEST | PASSWORD: WESACGUESTT5T1209