



KAIRA CALE

Manager, Event Development

Excite Lethbridge

EVENT PROGRAMMING • GUEST EXPERIENCE • COMMUNITY ENGAGEMENT

SPEAKER BIO

Kaira Cale is the Manager of Event Development at Excite Lethbridge, where she oversees the planning and execution of signature events including Whoop-Up Days, Lethbridge & District Pro Rodeo, Ag Expo, Farmers' Market, and other community events.

With a focus on programming, guest experience, and event growth, Kaira works to develop experiences that balance tradition with innovation while appealing to diverse and multi-generational audiences.

Her approach centers on creating meaningful connections through events that remain relevant, inclusive, and reflective of the communities they serve.

Speaker biography



KATHLEEN BONIOL

Lead, Event Development & Entertainment

Excite Lethbridge

EVENT & ENTERTAINMENT PROGRAMMING • LIVE MUSIC • COMMUNITY IMPACT

SPEAKER BIO

Kathleen Boniol is the Lead, Event Development & Entertainment at Excite Lethbridge, where she has spent the past three years building the Original 16 Stage at Whoop-Up Days into one of southern Alberta's most respected live-music platforms, blending established Canadian acts with emerging Alberta talent.

Under her leadership, the stage has featured artists including Big Sugar, Trooper, Chad Brownlee and Emerson Drive alongside rising performers such as FOXX Worthee, Morgan Klaiber, Nice Horse and Brayden King — delivering the marquee names audiences expect while creating opportunities for local musicians to grow and connect with new audiences.

That balance has strengthened both the regional music scene and the identity of Whoop-Up Days, contributing to its finalist nod for Country Music Alberta's Live Event or Presenting Series of the Year. Driven and solutions-focused, Kathleen sees live entertainment as an opportunity to shape cultural identity and community connection.

Speaker biography



KATE JOHNSTON

Executive Director

Hillside Festival

ARTS & CULTURE LEADERSHIP • NON-PROFIT MANAGEMENT • COMMUNITY BUILDING

SPEAKER BIO

Kate Johnston has over 20 years' experience in arts, culture, and non-profit management and leadership. She was formerly the Artistic Director of the Goderich Celtic Roots Festival and General Manager of the Livery Theatre, and held a senior management role with Roosevelt Campobello International Park, an international heritage site.

She is currently the Executive Director of the award-winning progressive and environmentally sustainable Hillside Festival in Guelph.

Kate is passionate about the power of arts and culture experiences to build community through inspiration and participation.

Speaker biography