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Christian Marketplace Leaders

Name:



ELO Vancouver

Christian Marketplace Leaders Forum

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Richard (Rick) J. Goossen

MC / Host

Dr. Richard (Rick) J. Goossen works with one of Canada's largest networks of high net worth entrepreneurs and family / business owners, including billionaires and billion-dollar enterprises. This network has been built over decades of client work, collaboration, research, lecturing and volunteering. This extensive base of clients and contacts provides an unmatched and confidential reference point for best practices and proven principles. Rick is a sought-after strategic counsel, chair / advisory board contributor with a focus on mid-market family business owners and entrepreneurs. He works at Nicola Wealth (www.nicolawealth.com), the fastest-growing independent wealth management firm in Canada, where he focuses on business development and being a liaison between his network and the extensive resources of Nicola Wealth. Through relationships at Nicola Wealth, M & A Capital and Entrepreneurial Leaders Organization (ELO), he impacts 1,000's of business leaders and over 100,000 in Canada and worldwide annually.

Rick is Chairman, ELO Group, which includes three related entities. First, there is ELO Counsel (www.ELOCounsel.com), an advisory firm which focuses on transition, governance and strategy solutions for family business owners and entrepreneurs. Second, there is ELO Network (www.ELONetwork.org) whose purpose is to connect, equip and celebrate marketplace and entrepreneurial leaders. Lastly, there is the Entrepreneurial Leaders Institute, established in collaboration with Wycliffe Hall, University of Oxford (www.ELOOxford.com), which delivers world-class leadership training.

Rick is a Director and Adjunct Instructor at the Entrepreneurial Leaders Institute, Wycliffe Hall, University of Oxford. He teaches annually in the highly-acclaimed "Entrepreneurial Leaders Programme," which attracts business leaders from around the globe.

Rick has extensive experience doing business in Asia. He previously worked in Hong Kong for five years, with the largest law firm (Johnson, Stokes & Master) and a leading merchant bank (Hambro Pacific). He co-founded a property investment firm in Hong Kong that generated up to \$30 million in revenue per year.

Rick is a professional public speaker who has had countless local and international speaking engagements in Europe, North America and Asia to leading universities, chambers of commerce, business groups and non-profit organizations. He has been MC, interviewer, keynote speaker and workshop leader. He has taught entrepreneurship, entrepreneurial finance, strategic management, business law, international business and ethics as an adjunct professor (BBA and MBA programs) and guest lecturer at universities around the world.

Rick has edited five books and authored six books related to entrepreneurship. Two of the books he authored are available in six translations, including **Entrepreneurial Leadership: Finding Your Calling, Making A Difference** (IVP, 2013, now in its 6th printing) and **Entrepreneurial Who's Who** (Career Press, 2016). He has also published over 300 articles and blog posts.

In terms of credentials, Rick earned a Ph.D. from Middlesex University, London, UK; a Masters of Law (LL.M.) from Columbia University, New York City; a Bachelor of Laws (LL.B.) from McGill University, Montreal; and a Bachelor of Arts (B.A.) (Hons.) (First Class) from Simon Fraser University, Vancouver. With respect to professional credentials, Rick was admitted as Barrister and Solicitor of the Province of British Columbia, Canada and voluntarily withdrew his membership to focus entirely on business pursuits.

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Justyn Terry

“The Essential Biblical Qualities for Trustworthy Leaders”

Dr. Justyn Terry, Academic Dean at Wycliffe Hall, Oxford, UK – Wycliffe Hall is a Permanent Private Hall of the University of Oxford. Wycliffe is a community that is committed to the historical Christian faith, while also being a constituent part of one of the world’s leading universities. This unique combination gives Wycliffe a unique calling to be advocates of the Christian faith within contemporary University-level debates and to equip the Christian leaders of the future.

Justyn’s most recent book is *The Five Phases of Leadership: An Overview for Christian Leaders*. He previously served as Dean/President of Trinity School for Ministry, Pittsburgh, USA, where he was also Professor of Systematic Theology. Before moving to the United States, Justyn was Curate of St John’s Hyde Park, and Vicar of St Helen’s, North Kensington, after a few years as a Physics teacher and then International Marketing Manager in the Electronics Industry.

His academic interests are in the areas of the doctrine of atonement and of Anglican theology, especially as it applies to ministerial practice. Justyn is married to Cathy, and they have two daughters. For relaxation, he plays jazz trumpet and trombone.



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John Neate Jr.

“Inside JJ Bean Coffee Roasters: My Faith & Entrepreneurial Journey (Q & A)”

John Neate, Founder, JJ Bean Coffee Roasters, Vancouver, BC - John’s coffee career started in 1979 (40 years ago!!) when he joined his father in the family business – Neates Coffee, a coffee wholesaler started by his grandfather in 1945.

Neates Coffee was sold to Nestle in 1990 but his passion for providing a great coffee experience to the masses inspired him to start JJ Bean Coffee Roasters in 1996, as both a retailer and wholesaler.

From its humble beginning of a 200 square-foot retail outlet on Granville Island, it has grown to 21 prime Vancouver area locations and a considerable national wholesale business. In 2019 JJ Bean opened its 5th Toronto location.

JJ Bean has been voted by the Georgia Straight reader poll as one of the best coffee chains every year in Vancouver since 2008.

In 2013, John was the first to be inducted into the BC Restaurant Association Hall of Fame in the newly created Coffee category. Also, in 2013 JJ Bean received a BOMA award for the design of their Marine building location.

In 2016 John was nominated for Entrepreneur of the Year.

In 23 years, JJ Bean has never closed a location (except one building that was demolished).

John is an avid tennis player, enjoys travelling with his wife of 38 years and really likes apple-fritter cruffins.

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Paul Sohn

“Quarter-Life Calling: A Millennial’s Guide to Discerning Your Vocational Sweet Spot.”

Paul Sohn, CEO & Founder QARA, Vancouver, BC - Paul is a leadership coach, best-selling author and speaker. Formerly employed by both a Fortune 50 company and a Top 100 Great Place to Work Company, Paul is the founder of QARA, an organization committed to empowering twenty-somethings to discover their God-given identity and calling.

He is also the best-selling author of *Quarter-Life Calling: Pursuing Your God-Given Purpose in Your Twenties* and has been named one of the “Top 33 under 33 Christian Millennials to Follow” by Christianity Today.

In 2016, Paul received the John C. Maxwell Transformational Leadership Award. Some of his favorite things include authentic Korean food, tennis, and traveling. Paul currently resides in Orange County, California. Paul became a newlywed early this spring.



In July 2019, Paul assumed the role of the Director of Strategic Career Initiative at the Crowell School of Business where he is leading organization-wide initiative in designing an integrated roadmap, helping students connect their calling to their careers.

An advertisement for Capitol Media House. The background is a dark brick wall. On the right side, there is a vintage-style television set on a stand. The screen of the television displays the word "Capitol" in a stylized, white, serif font. On the left side, white text asks "What's the second largest search engine in the world?" followed by the YouTube logo. At the bottom left, the text "Capitol Media House.com" is displayed, with social media icons for Facebook and Twitter below it. The Facebook icon is followed by "capitol media house" and the Twitter icon is followed by "@capitol_mh".

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Jeremy Showalter

“Lessons from Microsoft”

Jeremy Showalter, Microsoft Philanthropies, Technology for Social Impact Group, Microsoft, Redmond, WA - Jeremy is responsible for global programs and scale engagement with nonprofits, in the Microsoft Philanthropies Technology for Social Impact Group. According to the Microsoft website: “Over 3 million non-profits are working to address the most challenging issues facing our world. We’re committed to ensuring technology helps them achieve greater impact. We provide a comprehensive set of secured, reliable, and trusted cloud solutions that enable non-profit organizations to digitally transform and better serve their missions.” (Source: <https://www.microsoft.com/en-us/philanthropies/empowering-communities>)

Recently Jeremy served as the Microsoft Vietnam Chief Operating Officer and Chief Marketing Officer for four years. Previously, he has worked with Microsoft across multiple functions including marketing, sales, product management, and corporate finance. Prior to Microsoft, he worked as a management and technology consultant in Washington, DC.

Jeremy has always enjoyed learning – both informally and formally – as a frequent traveler, avid tinkerer, personal study, and earned degrees in business from the University of Chicago, science and technology public policy from George Washington University, and engineering from Rose-Hulman Institute of Technology.

Jeremy and his wife Pa’lee and their three children have enjoyed the experience and challenges of living, working, raising children and being active members of international church communities. They are committed to supporting various faith-based organizations, with a focus on economic development in emerging markets.

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ELO Oxford

Entrepreneurial Leaders Institute



ENTREPRENEURIAL LEADERS PROGRAMME

Oxford, Aug 16-22, 2020

A world-class transformative experience for Christian marketplace and entrepreneurial leaders



www.ELOOxford.com

Offered by the Entrepreneurial Leaders Institute in collaboration with Wycliffe Hall

WELCOME

The “Entrepreneurial Leaders Programme” (“ELP”), launched in August 2018, has been an outstanding success since inception! The ELP combines a clear curricular focus, great instructors, outstanding cohort and an exceptional ambience—together creating a unique experience.

The ELP is a one-week intensive and transformative experience for Christian marketplace and entrepreneurial leaders from around the world.

The goal of the ELP is to equip successful Christian marketplace and entrepreneurial leaders to leverage their resources for greater difference-making in their respective spheres of influence such as business, church, non-profits and society.

Are you successful in many areas of your life and yet you have a yearning to expand your difference-making potential, to make your life count, and to build a spiritual legacy? If so, this programme is for you.

The ELP is targeted towards entrepreneurs, owners and senior leaders of for-profit businesses with a minimum of 10 years’ track record of success. The ELP provides a dynamic and interactive environment, with learning from world-class instructors and from a global and diverse cohort of peers.

The ELP integrates guest presenters from Oxford (including Wycliffe Hall) and from around the world. The ELP content is rooted in decades of experience, extensive research and many years of practical application.

The Entrepreneurial Leaders Institute offers the ELP in collaboration with Wycliffe Hall, a Permanent Private Hall of the University of Oxford. The Entrepreneurial Leaders Institute is part of Entrepreneurial Leaders Organization (ELO) (www.ELONetwork.org), which has an unmatched track record of excellence in executive education programmes & events.

In addition to world class instruction, the ambience of Oxford is inspiring for ELP participants. The 850-year old university city with its fabled spires and medieval colleges, along with various other attractions, is unmatched in the world.

The bottom line: there is no equivalent to this high level Christian leadership education at Oxford provided through the ELP. We invite you to join a community of global difference-makers.

Dr. Richard J. Goossen

Director

Entrepreneurial Leaders Institute
Oxford



ENTREPRENEURIAL LEADERS PROGRAMME

Foundations & Modules

The Entrepreneurial Leaders Programme (ELP) is a world class entrepreneurial leadership development programme structured around a personal strategic plan for difference-making. We want each participant to be inspired and energized for greater difference-making. We believe that difference making is enhanced through a combination of entrepreneurial and leadership skills. Entrepreneurship is about doing something new, unique and different with a practical application. Leadership is about influence. When these two factors are combined, there is potential for exponential impact. The ELP is rooted in extensive research, best practices and practical application.

Program Foundations:

1. Careful Selection – all participants are carefully selected as Christian owners / leaders of businesses, with an average of at least 10 years' experience.
2. Personal Strategic Plan – each participant will leave with a highly personal strategic plan based on their specific difference-making objectives.
3. Peer Leadership and Interaction – Leaders learn with others which provides opportunity for ongoing encouragement and input in a confidential, continuous and intentional environment of peer learning.
4. World Class Instructors – our world-class faculty are trainers and practitioners who bring a unique mix of expert knowledge and real life experience.



PARTICIPANT FEEDBACK

The Entrepreneurial Leaders Programme (ELP) was in the words of participants “life-changing”, “a great experience”, “a home run”, “fantastic”, a “once-in-a-lifetime opportunity”, and a “smashing success!” In short, The ELP met and exceeded all expectations. The goal was to plant a seed of a programme that will become a centre for the education of marketplace and entrepreneurial leaders from around the world to transform their thinking, propel their difference-making, enhance their connectibility and implant a sense of linkage with the past and a desire to shape the future. We believe that was accomplished.

“ELO Oxford program provides an opportunity to reflect deeply on how your vocation, family and faith fit together. Having world class instruction and unique experiences are just the icing on the cake. Great practical takeaways for improving your personal impact. Rekindled a love of learning.”

– **Justin Currie, CPA, Principal, Legacy Business Advisory Services (Oxford ELP 2019)**

“I would definitely recommend the ELP at Oxford to business leaders who are interested in a better understanding of how God is working in them in their workplace. It is inspiring to closely connect with such a group of high-level Christian entrepreneurs.”

– **Glenn Hofland, President, John G. Hofland Ltd. (Oxford ELP 2018)**

“I came to Oxford somewhat apprehensive of being in a level of learning where I might feel uncomfortable with the quality of teaching or not feeling accepted, but the opposite was true. Everyone was very open and accepting as well as supportive. I would highly recommend the Oxford ELP and encourage anyone who is cautious to embrace the opportunity and see for themselves the high caliber of teaching and encouragement they will receive.”

– **Larry Dyck, President, Jade Transport (Oxford ELP 2019)**

“I will make recommendations—and already have.”

– **Rob Wildeboer, Executive Chairman, Martinrea International Inc. (Oxford ELP 2018)**

“Attending the Oxford ELP was a great revelation for myself. There were questions that I came in with that were answered. I was reassured that what I was doing was right and worth fighting for and I was encouraged to continue to be doing what I am doing. God has called us to be servants in all aspects of His plan. Seeing the fight that Wycliffe Hall has in a secular society makes our own challenges seem yet so small. We need the intelligence and experience to effectively defend Christian Faith in all walks of life and ELO Oxford helps you connect with many business leaders to help support that mission.”

– **Andrew Hordyk, President, Arborwood Tree Service (Oxford ELP 2019)**

“I left the Oxford ELP having grown and been challenged. The interaction with world-class speakers and networking with colleagues who face similar challenges to me were both enriching.”

– **Ralph Loewen, President and CEO, Itegy, (Oxford ELP 2018)**

“The quality of the course and the interaction with other participants exceeded my high expectations. It was excellent, not only for content, but also the informal discussions.”

– **Robert Graham, President, Redeemer University College (Oxford ELP 2019)**

FOR FURTHER INFORMATION

For further information or an Application for Admission please contact
Director, Entrepreneurial Leaders Institute, E: Admin@ELONetwork.org

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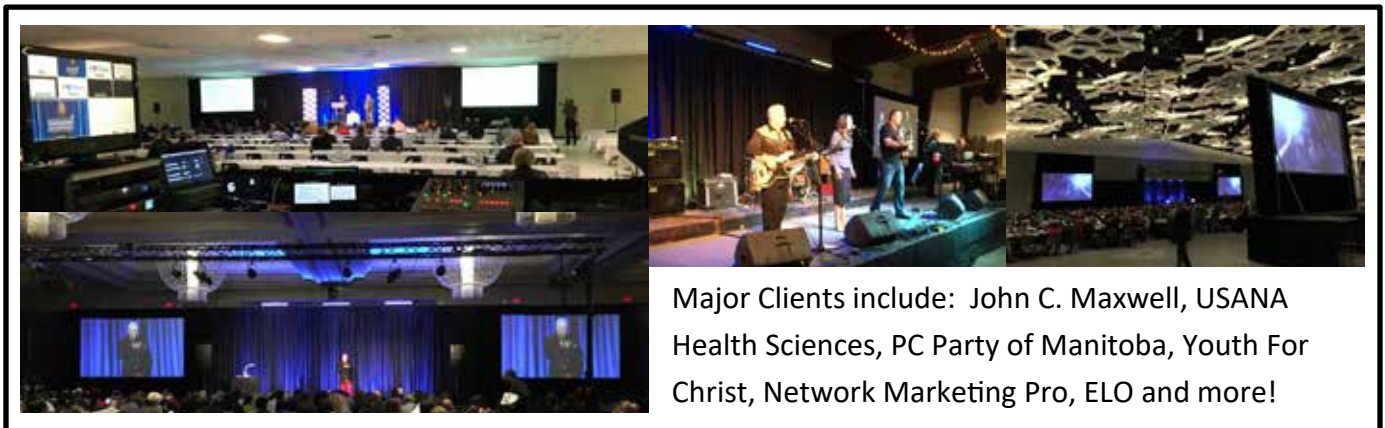


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Ray Pennings

“Private Business, Public Faith”

Ray Pennings, Co-founder, Cardus, Ottawa, ON - Ray Pennings, co-founded Cardus (www.cardus.ca) in 2000 and currently serves as Executive Vice President. Cardus exists as an independent think tank located in Hamilton, ON. Initially founded as the “Work Research Foundation,” Cardus emerged from a desire to translate the richness of the Christian faith tradition into the public square for the common good. Part of the focus of Cardus relates to “Work + Economics.”

Ray completed a degree in History at McMaster University and obtained a Master of Arts in Religion degree from Puritan Theological Seminary. He has led a number of large research projects at Cardus over the years and was lead author on *Death is Natural: Reframing the End-of-Life Conversation in Canada*. In addition to authoring Cardus reports and columns he has also written chapters in several publications including *Church and Caesar* (RHB, 2004), *Living for God’s Glory* (RHB, 2011), *Calvin the Revolutionary* (RHB, 2010), *Religious Liberty and the Law* (Routledge, 2017), and *The Handbook of School Choice* (Wiley-Blackwell, 2017).

Ray’s grasp of applied public theology is evident not only through his writings, but through his volunteer efforts as well. He was the founding president of **EduDeo** (formerly Worldwide Christian Schools) and has served as Chair on the board of Redeemer University College, and as a board member for the Civitas Society and the Rosebud School for the Arts. Ray currently sits on the adjudication committee for the Redeemer Centre for Christian Scholarship and on the Champions Circle for Compassionate Ottawa. Ray and his wife, Kathy, have one adult son.

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Henry Kaestner

“From Zero to a Billion”

Henry Kaestner, Managing Principal, Sovereign’s Capital, Los Gatos, CA – Sovereign’s Capital is a private equity and venture capital management company that invests in faith-driven entrepreneurs in SouthEast Asia and the US from it’s offices in Silicon Valley, Washington DC and Jakarta, Indonesia. Prior to co-founding Sovereign’s Capital, Henry was co-Founder and previous CEO, and then Chairman of **Bandwidth.com** (NASDAQ:BAND) and it’s sister company, **Republic Wireless** (which spun out of Bandwidth in 2016). Together the companies have reached \$0 to \$300 million in revenue. The founding values of Bandwidth are: Faith, Family, Work and Fitness (in that order). Prior to co-founding Bandwidth.com

with David Morken, Henry founded Chapel Hill Brokers (a predecessor to **ICAP Energy**), an institutional energy derivatives broker that became the top-ranked electricity broker in the country. Henry has also been involved in a number of ministry and philanthropic activities. He co-founded **DurhamCares**, Durham, NC, was a founding Board Member of **Praxis**, an accelerator committed to helping faith driven entrepreneurs and sits on a variety of business and ministry boards including Valley Christian Schools where his 3 boys attend. Henry is a member of the broader Church in the San Francisco Bay Area, attends Venture Christian Church in Los Gatos, CA and serves as an elder in the Presbyterian Church of America. Henry lives in Los Gatos with his wife Kimberley and their three sons.

For more information see: <https://www.faithdrivenentrepreneur.org/henry-kaestner-bio>



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Richard Blackaby

“The Disciplines of Spiritual Leadership: Knowing and Doing the Will of God in the Marketplace.”

Richard Blackaby, President, Blackaby Ministries International, Atlanta, Georgia. Richard travels internationally speaking on spiritual leadership. Richard regularly ministers to Christian CEOs, church, and family leaders.

Richard served as a senior pastor at Friendship Baptist Church in Winnipeg, and then as the president of the Canadian Southern Baptist Seminary in Cochrane, Alberta Canada for 13 years. He continues to serve as the seminary's Chancellor.

Richard has written or co-authored thirty-five books, including: *The Seasons of God: How the Shifting Patterns of Your Life Reveal His Purposes for You*; *The Inspired Leader: 101 Biblical Reflections for Becoming a Person of Influence*; *Unlimiting God: Increasing Your Capacity to Experience the Divine*; *Putting a Face on Grace: Living a Life Worth Passing On*; *Experiencing God at Home*, *Rebellious Parenting*, *Living Out of the Overflow: Serving Out of Your Intimacy with God*, *Spiritual Leadership Coaching: Connecting People with God's Heart and Purposes*, and *Developing a Powerful Praying Church*.

He has also co-authored many books with his father, Henry, including: ***Experiencing God: Revised Edition***; ***Spiritual Leadership: Moving People on to God's Agenda***; ***Experiencing God: Day by Day***; ***Hearing God's Voice***; ***Called to Be God's Leader: Lessons from the Life of Joshua***; *Being Still With God: A 365 Daily Devotional*; *Fresh Encounter: God's Pattern for Spiritual Awakening*; ***God in the Marketplace: 45 Questions Fortune 500 Executives Ask about Faith, Life, and Business*** and ***Flickering Lamps: Christ and His Church***.

Richard has an M.Div and Ph.D. in church history from Southwestern Baptist Theological Seminary and an honorary doctorate from Dallas Baptist University.

ELO Group
Counsel Network Institute

Upcoming Events

TORONTO
Nov 25th, 2019

SINGAPORE
June 17th, 2020

WINNIPEG
May 6th, 2020

OXFORD
Aug 16-22nd, 2020

Where Would The Family Enterprise Be Without Refugees & Immigrants?

By: Richard (Rick) J. Goossen,

Refugees and Immigrants are at the heart of the future prosperity of Canada. Why? Embedded throughout the Canadian economy is a particular type of business—the family enterprise. And many of those family businesses were started by refugees and immigrants.

Having lived in and worked with family businesses throughout Canada for decades, I know this first hand. The community I grew up in was made up of post-World War II refugees (or more specifically “displaced persons”), with their own social, educational, linguistic and religious institutions. That community, like others of its sort, spawned countless family businesses.

Most immigrants don’t have to be trained to acquire entrepreneurial traits; they are essential to their being. They are independent, action-oriented, have a never-say-die attitude and are opportunity obsessed. Immigrants are outsiders, new to the established way of doing things and not used to conforming.

What do refugees and immigrants generally bring to their new land? A sense of gratitude, an insatiable craving to improve their circumstances, a desire to be self-reliant and the tenacity to give their family better opportunities.

They are used to a modest lifestyle—that makes the tough times of a start-up more palatable. Their opportunity cost is low. They left the “old country,” either deliberately or in a hurry, for a better life.

Often the family of the immigrant is coopted into the business. There is no choice. There is

work to be done and the kids need to chip in, on evenings and weekends. Weekends for leisure is a foreign concept. A sense of entitlement was anathema.

From my own experience working with family businesses, I can attest to the fact that many of today’s successful family businesses and entrepreneurs began as proverbial penniless immigrants. Often the immigrants started their own business out of necessity due to lack of education, connections, work experience and language skills. They are prepared to go and do what the locals won’t.

How many condos in Vancouver wouldn’t exist if not for immigrant entrepreneurs? European trades people begat house builders which begat property developers. Future property tycoons were riding the bus with the tools of their trade to their next job.

The Asian community is legendary for its entrepreneurial zeal. From my days living in Hong Kong, I experienced the so-called “Overseas Chinese network” which provides a resource base to fuel the family enterprise from Hong Kong to Vancouver.

The Mennonite immigrant community has spawned many successful family businesses across the country. In the Fraser Valley that led to various agricultural related industries and throughout BC to various property development initiatives. In Manitoba the opportunities were in manufacturing.

I have many clients of Dutch origin, particularly in the Fraser Valley and in southern Ontario. The story is retold countless times: the parents emigrated in the 1950s and started their own business (dairy / agriculture, horticulture, etc.) and then family members

took over the business. Without Dutch immigrants there would be far fewer well-run horticultural and agricultural operations.

Immigrants often have an extended time horizon—longevity is counted in decades. I work with families that have been toiling in a single direction for 20, 50 and even over 100 years. They are not easily distracted. They don't need to display the baubles of success. They become the classic low-key "millionaire next door."

It all starts with the root of refugees and immigrants. Canada needs to continue to offer a safe, stable, prosperous and meaningful future. The very future prosperity of Canada depends upon this ongoing attraction of talented people without opportunity.

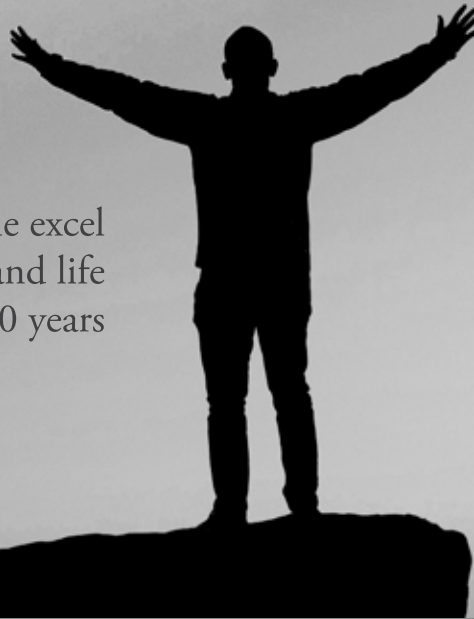
So, the next time you see a refugee or immigrant, imagine many of them to be future family business owners—and say hi to the person who will be helping to fund your CPP and who will be employing your kids.

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Pastors David & Cheryl Koop to Receive Entrepreneurial Leaders Award



ELO is pleased to announce that Pastors David and Cheryl Koop will be the 2019 Vancouver recipients of the “Entrepreneurial Leaders Award”.

Pastors David and Cheryl Koop are the founders Downtown Vancouver, BC. The church was like a “start up / bootstrapping” project that through a series of God-ordained circumstances and events now owns its own heritage property in downtown Vancouver and has been having an impact in their community and beyond for 25 years. Coastal Church has lessons for churches and business interested in pursuing entrepreneurial leadership.

Pastors David and Cheryl are well-known as positive collaborators with other Christian groups in the furtherance of the Gospel. They have also been supportive and encouraging of ELO for the last decade or so. Pastor David has been on the ELO Advisory Board for many years. Coastal Church has provided volunteers for many ELO Forums over the years.

Pastors David and Cheryl have embraced the call of believers to the marketplace. Twenty years ago, they founded a monthly lunch called “Business by the Book” (BBTB) to minister to those working in the marketplace. BBTB would have a monthly luncheon to bring in various speakers and served thousands of business leaders over the years.

Pastors David and Cheryl are currently championing a Canadian Centre for Arts and Technology in downtown Vancouver. In addition, under their leadership, Coastal Church in partnership with Message Trust Canada has pioneered the Eden Project to reach the hurting in Vancouver’s Downtown East Side, one of the poorest areas in Canada. They are currently preparing for the grand opening of Eden Café, a for profit social enterprise where profit goes back into supporting the community and where employment opportunities are provided to those recovering from addiction or recently released from incarceration

ELO Entrepreneurial Leader Award

The purpose of the award is to recognize the track record of a person(s) who can serve as an inspiration to others to pursue Christian entrepreneurial leadership, whether in the commercial or non-profit sector. Criteria for identifying a suitable nominee:

- Exemplifies the qualities of entrepreneurial leadership that are embedded in a Christian worldview
- Community stature with significant influence
- Long-term influence in their chosen field
- Outstanding reputation for integrity in terms of living out faith
- The person(s) must be a role model to inspire other entrepreneurs to others to greater heights of significance

Pastors David and Cheryl Koop fit the above criteria and are worthy recipients of this year’s Entrepreneurial Leaders Award.

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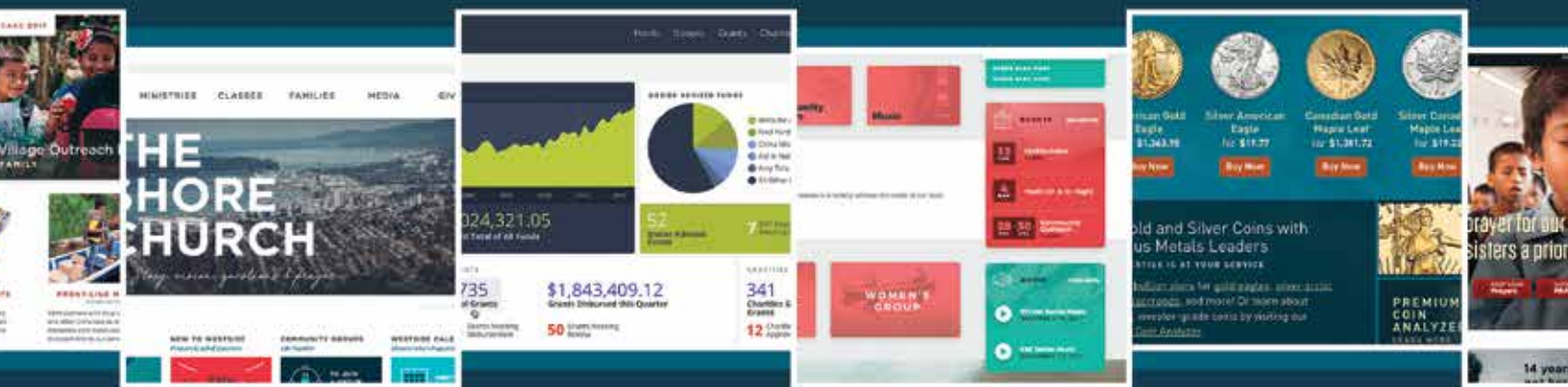
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