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Entrepreneurial Leaders **CONFERENCE**

NOVEMBER 9 – 10, 2011
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VANCOUVER, CANADA

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PRIME MINISTER . PREMIER MINISTRE

I am pleased to extend my warmest greetings to everyone attending the 2011 Entrepreneurial Leaders Conference.

Entrepreneurs—people with innovative ideas and a drive to succeed—have always been vital contributors to the dynamism and productivity of the Canadian economy. Our Government has made efforts to raise public awareness of entrepreneurship in 2011 by declaring this Canada’s Year of the Entrepreneur. We recognize that the entrepreneur’s strength of vision and ability to surmount challenges will be key to building a strong foundation for our future prosperity.

This two-day conference brings together individuals who are interested in a Christian-based approach to entrepreneurship. The meeting is designed to equip participants with the resources and support they need to integrate faith, family, and business. I trust that delegates will leave this unique learning opportunity inspired to make a lasting difference in the marketplace and in their communities.

Please accept my best wishes for a productive and memorable conference.

The Rt. Hon. Stephen Harper, P.C., M.P.

OTTAWA
2011

The Hon. Yonah Martin SENATE



SÉNAT L'hon Yonah Martin

CANADA

November 2011

Greetings from the Honourable Yonah Martin

I am pleased to extend my warmest greetings to all participants at the Entrepreneurial Leaders Conference.

Today you have the opportunity to share your ideas and expertise with others who share in your passion. Through networking experiences, you will learn about opportunities that exist in our increasingly rich and diverse global community.

I encourage you to ask questions and consider opportunities that will challenge you and expand your talents. As entrepreneurial leaders, it will be your ingenuity and determination that will shape our marketplace and beyond for future generations to come.

On behalf of the Senate of Canada I wish you all best and much success at the Entrepreneurial Leaders Conference.

Sincerely,

A handwritten signature in black ink, appearing to be 'Yonah Martin', written over a large, light-colored oval shape.

The Honourable Yonah Martin
Senator
Deputy Government Whip

Welcome to the Entrepreneurial Leaders Conference

Christian entrepreneurial leaders have the potential to positively impact the marketplace, churches and communities on a global basis. Innovation is at the heart of entrepreneurship: doing something new, different and creative. An entrepreneur can innovate and turn an idea into action. Entrepreneurs are leaders—they are people of influence. They can influence all they touch, in all dimensions of life. A Christian value system provides a foundation and focus for entrepreneurial initiative. You either are an entrepreneurial leader or can become one—you can be creative, action-oriented and expand your influence. How do you do so? That’s what the Entrepreneurial Leader Conference is about.

Vision

*“Equip, Connect &
Inspire Christian Entrepreneurial
Leaders Worldwide”*

This conference is a catalyst to equip, connect and inspire entrepreneurial leaders:

Equip – by providing substantive and meaningful content;

Connect – unite all who are interested in a Christian-based approach to entrepreneurship;

Inspire – the first-hand stories of entrepreneurs motivate others to action.

This is the leading event of its kind, with a unique focus on Christian-based entrepreneurial leadership.

Contact Information

Dr. Richard (Rick) Goossen
Chairman, Advisory Board, Entrepreneurial Leaders Organization
Suite 1700 - 1185 West Georgia Street
Vancouver, BC Canada V7Y 2Y5
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Agenda

Wednesday, November 9th, 2011

DAY-TIME

8:00 - 9:00 A.M.	Registration & Breakfast (Continental Buffet Breakfast Provided)
9:00 - 9:15 A.M.	Rick Goossen, ELO - Welcome/Overview
9:15 - 10:00 A.M.	Paul Stevens, Professor Emeritus, Regent College, Vancouver, BC <i>The Soul of the Entrepreneurial Leader: Overcoming the Challenges of the Marketplace</i>
10:00 - 10:30 A.M.	Esther deWolde, CEO, Phantom Screens, Abbotsford, BC <i>Phantom Screens: An Entrepreneurial Journey Fuelled by Faith</i>
10:30 - 10:45 A.M.	Break
10:45 - 11:30 A.M.	Mitchell Neubert, Chavanne Chair of Christian Ethics, Baylor University, Waco, TX <i>The Essentials of Entrepreneurial Leadership: Being Equipped to Lead Positive Change</i>
11:30 P.M. - 1:00 P.M.	Lunch (Full Hot & Cold Buffet Lunch Provided)
1:00 - 2:00 P.M.	George So, Hong Kong SAR <i>Christianity and Entrepreneurship in Greater China: Exciting Developments from a New Frontier</i>
2:00 - 2:45 P.M.	Carol Christopher, Fuller Theological Seminary & Transforming Business, University of Cambridge, UK <i>The Good Entrepreneur: Solving Social Problems with Entrepreneurial Skill</i>
2:45 - 3:00 P.M.	Break
3:00 - 4:00 P.M.	Karl Moore, Professor of Management, McGill University <i>The Corporate Environment: Leading in a Post-Modern World</i>
4:00 - 4:45 P.M.	Ken Keis, President & CEO, CRG International <i>Living on Purpose: A Holistic Approach to Entrepreneurship</i>
4:45 - 5:00 P.M.	Wrap up / Close

EVENING

6:00 - 7:00 P.M.	Registration
7:00 - 7:45 P.M.	Opening Remarks & Dinner Richard J. Goossen , Chairman, Advisory Board, ELO - <i>Welcome</i> Senator Yonah Martin , Government of Canada - <i>Greetings</i> Geoff Tunnicliffe , Secretary General, World Evangelical Alliance <i>Entrepreneurial Leadership Worldwide</i>
7:45 - 8:30 P.M.	Coffee, Tea & Dessert / Entrepreneur Expo / Networking Reception
8:30 - 9:15 P.M.	Keynote Address Arthur DeFehr , CEO, Palliser Furniture, Winnipeg, MB <i>Aim Higher Than You Can Reach: Write Your Own Difference-Making Story</i>
9:15 - 9:30 P.M.	Richard J. Goossen , Chairman, Advisory Board, ELO - <i>Thank You & Close</i>

Agenda / continued

ENTREPRENEUR EXPO

6:00 - 10:00 P.M. In the Grand Ballroom there will be display tables featuring a wide range of supporters who are either sponsors, entrepreneurs, or ministry organizations that work with or support entrepreneurs.

Thursday, November 10th, 2011

9:00 - 11:30 A.M. Entrepreneurial Leaders Roundtable
Screening of PBS Documentary on "Doing Virtuous Business"
Theodore Roosevelt Malloch, CEO, Roosevelt Consulting Group & Research
Professor, Yale University - Producer & Director of Documentary
Paul Williams, David J. Brown Chair of Marketplace Theology and Leadership
& Executive Director, Marketplace Institute, Regent College - Moderator

Book table ad

Keynote Speaker

DR. ARTHUR A. DEFEHR, OC, CEO, PALLISER FURNITURE, WINNIPEG, MB

Aim Higher Than You Can Reach: Write Your Own Difference-Making Story



Dr. Arthur DeFehr, OC, of Winnipeg, MB has devoted a lifetime to applying his entrepreneurial skills in both a business and social context. He has remarked, “I am very fortunate that I could live two lives at the same time, running the business while engaging in humanitarian work.” Since 1967 Arthur has worked with Palliser Furniture, a successful family-owned furniture manufacturer, and he has been CEO since 1984. He is credited with developing Palliser into one of Canada’s largest residential furniture manufacturers, with plants also in the United States, Mexico and Indonesia, employing more than 2,500 people and generating \$190 million in revenue.

In tandem with his work in business, Arthur has led major relief and development efforts. In one posting he served as director of the Mennonite Central Committee’s relief program in Bangladesh from 1972 to 1974. The program, which focused on agricultural restoration and innovation, is still active today. He also served as United Nations High Commissioner for Refugees (UNHCR) to Somalia (1982-83), where he worked with former UN General Secretary, Kofi Annan.

He has taken leading roles with a wide range of organizations, both locally and internationally. He led four conferences in Russia on business and ethics. As a strong supporter of educational initiatives, he founded Lithuania Christian College, an English-speaking university-level institution and took an active role in merging colleges in Winnipeg to create Canadian Mennonite University. He was the Founding Chairman of the Board for the Canadian Foodgrains Bank, served as president of International Development Enterprises and led a Manitoba Business Council initiative to promote a substantial permanent increase of immigrants to Manitoba. He was a member of the Asia-Pacific Gateway Corridor Initiative (APGCI) as a Strategic Advisor in 2007. This was a federal government initiative to address the challenges and opportunities in further developing and exploitation of Canada’s role in the Asia-Pacific container trade.

Arthur has received numerous honours, notably as an Officer of the Order of Canada. He has received honorary degrees from the University of Manitoba (1998) and the University College of Cape Breton (2002). His other awards include the following: he was named Entrepreneur of the Year from Manitoba Business Magazine (2000); Prairies’ Lifetime Achievement Award, Ernst and Young, Entrepreneur of the Year program (2001); and the Spirit of Life Award from City of Hope and The National Home Furnishings Industry Chapter, recognizing contributions to the organization’s humanitarian goals (2003).

Entrepreneurship has permeated his actions. Arthur has noted, “The skills most necessary to be an entrepreneur are creativity and willingness to take a risk. My Christian faith has very much impacted my professional choices and decision points. It also makes a difference in how I operate my business in terms of values, dealing with employees and environmental issues, and more.”

His education includes a B. Comm. from the University of Manitoba, a B.A. from Goshen College, Indiana; and an MBA from Harvard Business School where he was a Baker Scholar (top 1% of class). Arthur is married to Leona and has two children; he is a member of River East Mennonite Brethren Church in Winnipeg. He was interviewed in Vol. 4 of Goossen, *Entrepreneurial Leaders: Reflections on Faith at Work*.

Conference Presenters

CAROL CHRISTOPHER, FULLER THEOLOGICAL SEMINARY & TRANSFORMING BUSINESS, UNIVERSITY OF CAMBRIDGE, UK

The Good Entrepreneur: Solving Social Problems with Entrepreneurial Skill

Carol Christopher teaches courses on cultural understanding and transformation at Fuller and business and entrepreneurship at Christian graduate schools in the Philippines, Malaysia, and India. Carol received her PhD at Fuller Theological Seminary and conducted her doctoral research in India, comparing Christian and Hindu entrepreneurs. Carol Christopher's academic career is built on a 20+ year career as a successful entrepreneur in the biotech industry. She started two venture capital-backed drug delivery companies, both of which became public entities. She also holds numerous patents on novel pharmacokinetics of CNS drugs. Carol continues to bridge the academic and business worlds as she mentors life sciences entrepreneurs at the University of Southern California and the University of Delhi Faculty of Management Studies.

ESTHER DE WOLDE, CGA, CEO, PHANTOM SCREENS

Phantom Screens: Entrepreneurial Success Fuelled by Faith

Esther de Wolde, CGA, President, Phantom Screens – Esther joined Phantom Screens at its inception in 1992 and has successfully grown the organization into the leading manufacturer and marketer of retractable screens in North America. In addition to providing leadership to the entire organization, Esther retains a focus on accounting, finance and administrative functions of the company. The values of Phantom Screens are an outgrowth of her faith: to speak the truth; to serve each other; to pursue excellence; and to practice stewardship. Her entrepreneurial story is included in Goossen, Ed., *Entrepreneurial Leaders: Reflections on Faith at Work* (Vol. 4).

RICHARD (RICK) J. GOOSSEN, CHAIRMAN, ADVISORY BOARD, ENTREPRENEURIAL LEADER ORG.

MC/Host

Richard (Rick) J. Goossen works full-time as Senior Relationship Manager & Client Planning Strategist with Covenant Group, one of Canada's leading family wealth advisory firms (www.covenant.ca). Covenant provides holistic counsel with respect to wills & estate, asset management, family business and philanthropic objectives. Rick's ministry focus is the role of Christian entrepreneurial leadership in the marketplace and beyond. As part of his ministry activities, he is involved in the ELO (www.eleaders.org) and is also Director of Entrepreneurial Leadership, Transforming Business, a research and development centre at the University of Cambridge, Cambridge, UK (www.transformingbusiness.net).

KEN KEIS, MBA, CPC, PRESIDENT & CEO, CONSULTING RESOURCE GROUP INTERNATIONAL, INC.

Living on Purpose: A Holistic Approach to Entrepreneurship

Ken Keis, MBA, CPC is a global authority on the way assessment strategies and processes increase and multiply a person's success rate. He also has co-created CRG's proprietary development models and written over 3 million words of content for 40 business training programs and 400+ articles. Ken is an expert on assisting individuals, families, teams, and organizations to realize their full potential and to live On Purpose! An internationally known author, speaker, and consultant in the past 21 years, Ken has conducted more than 2000 presentations and 10,000 hours of consulting and coaching in business management, leadership, personal development, wellness, career or sales processes.

Conference Presenters / continued

THEODORE ROOSEVELT MALLOCH, CEO, THE ROOSEVELT GROUP & RESEARCH PROFESSOR, YALE
Spiritual Enterprise: Doing Virtuous Business

Theodore Roosevelt Malloch is Research Professor for the Spiritual Capital Initiative, Centre for Faith and Culture, Yale University (www.yale.edu/faith). Ted is also Chairman and Chief Executive officer of The Roosevelt Group, a leading strategic management and thought leadership company. He has served on the executive board of the World Economic Forum which hosts the renowned annual Davos meeting in Switzerland. An accomplished author, his most recent books are: *Spiritual Enterprise: Doing Virtuous Business*, Encounter Books 2008 (over 25,000 copies sold) and *Renewing American Culture: The Pursuit of Happiness*, 2006, with Scott Massey, which has been made into an Emmy nominated PBS documentary.

SENATOR YONAH MARTIN

Welcome

Yonah Martin is a Conservative Senator from British Columbia, appointed by Prime Minister Stephen Harper, and is the first Canadian of Korean descent to serve in the Senate of Canada. A professional educator for over twenty-one years, Yonah Martin graduated from the University of British Columbia in 1987 and earned a Master of Education degree in Curriculum and Instruction in 1996. She has served on the Multicultural Advisory Council of BC since 2006; and is a honorary board member of the SAGE Foundation whose mission is to build a better community through the recognition of excellence in Community Service, Leadership or Multiculturalism. Yonah Martin is a mentor of the Executive Mentorship Program of UBC's Sauder School of Business. She continues to lead the children's worship service at the Korean United Church on Sundays, something she has done for decades.

DR. KARL MOORE, PROFESSOR OF MANAGEMENT, MCGILL UNIVERSITY

The Corporate Entrepreneur: Leading in a Post-Modern World

Dr. Karl Moore teaches graduate courses in leadership and organization at McGill's Desautels Faculty of Management. He has taught extensively with leading universities including: Oxford, LBS, Cambridge, Darden, INSEAD, Duke, the Drucker School, the Rotterdam School of Management, IIM Bangalore and Queen's. He has been a consultant to leading global firms including: Nokia, Morgan Stanley, IBM, British Airways, HP, Shell, Volvo, Accenture, Lilly, Pfizer and Regis McKenna. He also has regular columns in widely-read publications such as the Globe & Mail and Forbes. The winter 2006 issue of Business Strategy Review, published by the London Business School, identified Karl among a group of about 20 of the world's greatest business thinkers.

Conference Presenters / continued

MITCHELL NEUBERT, CHAVANNE CHAIR OF CHRISTIAN ETHICS, BAYLOR UNIVERSITY, WACO, TX

The Essentials of Entrepreneurial Leadership: Being Equipped to Lead Positive Change

Dr. Mitchell J. Neubert is an Associate Professor of Management and Entrepreneurship at Baylor University and the Chavanne Chair of Christian Ethics in Business. He provides leadership to programs and initiatives that promote his conviction that businesses can do well by doing good. Prior to arriving at Baylor, Mitch served as the Director for Masters Programs in Organization Development at Bowling Green State University. In this capacity, he trained consultants and organizational leaders in practical techniques for improving organizational performance and developing personal leadership capabilities. He earned his PhD in organizational behaviour/human resources from the University of Iowa. He remains active developing leaders in his part-time role as the Chief Learning Officer for LTrek Leadership Development Corporation (www.LTrek.com).

DR. GEORGE SO, GENERAL MANAGER AND SENIOR CONSULTANT, CONSTRUCTION BOARD, DUPONT CHINA LIMITED, HONG KONG SAR, CHINA

Christianity & Entrepreneurship in Greater China: The Next Spiritual Powerhouse?

Dr. George So, B.Sc., M.Sc., MBA, PhD (Hon), KCSJ, is General Manager and Global Director of Sales of DuPont Apollo Limited, Hong Kong, a wholly owned subsidiary of DuPont China Limited. In 1997, George joined DuPont China Limited as (Area Manager, Engineering Polymers and eventually moved to a General Manager position to oversee the Engineering Polymers business in Greater China. He has been active in community service and Christian service activities throughout China. His educational roots are in Canada (3 degrees from University of Saskatchewan), his home is in Hong Kong and his desire is to have Christianity dramatically impact China's leadership.

DR. R. PAUL STEVENS, PROFESSOR EMERITUS, MARKETPLACE THEOLOGY, REGENT COLLEGE

The Soul of the Entrepreneurial Leader: Overcoming the Challenges of the Workplace

Paul Stevens is a leading practical theologian and educator in the evangelical world with respect to empowering Christians to pursue their calling in the marketplace. He has long been associated with Regent College (www.regent-college.edu) and has lectured throughout the world. His mission is to empower ordinary people to integrate their faith and life from Monday to Sunday. He is the author of *Doing God's Business: Meaning and Motivation for the Marketplace*. Some of Paul's other publications include: *Work Matters: A Biblical Perspective on Labour* (forthcoming, available in PDF format); *The Other Six Days: Vocation, Work and Ministry in Biblical Perspective* (Eerdmans, translated into Korean); *The Complete Book of Everyday Christianity* (with Robert Banks, IVP); and *Liberating the Laity* (IVP/Regent Publishing, Translated into Korean, Portuguese, and Chinese).

Conference Presenters / continued

BRIAN C. STILLER, GLOBAL AMBASSADOR, WORLD EVANGELICAL ALLIANCE

Entrepreneurial Vision: Turning a Dream Into Reality

Brian C. Stiller, one of Canada's foremost evangelical spokespersons, is a widely-published author, who has an unmatched record of visionary leadership. He recently steered Tyndale University College & Seminary in Toronto, ON from insolvency in 1995 through 16 years of financial viability. He was successful in realizing the vision of Tyndale becoming a university in 2003. Dr. Stiller led a campaign that raised \$58 million. Previously, from 1983 to 1997 his leadership as president of the Evangelical Fellowship of Canada gave him national profile as a voice for people of biblical faith. Since May 2011, as Global Ambassador for the WEA, Dr. Stiller assists Dr. Geoff Tunnicliffe, the WEA Secretary General, in engaging with other world bodies, both Christian and secular, ranging from the Vatican, the World Council of Churches and international forums such as the United Nations. Dr. Stiller is author of ten books: *Preaching Parables to Postmoderns* (2005); *Jesus and Caesar: Christians in the Public Square* (2003); *What Happens When I Die?* (2001); *When Life Hurts: A Three-Fold Path to Healing* (1999) and *From the Tower of Babel to Parliament Hill* (1997). Dr. Stiller's life mission comes from an account of King David (I Chronicles 12:32) as he rebuilt Israel. He recruited a group to assist him. They are described as those "who understood the times and knew what Israel should do."

GEOFF TUNNICLIFFE - CEO/SECRETARY GENERAL, WORLD EVANGELICAL ALLIANCE

Entrepreneurial Leadership Worldwide

Geoff Tunnicliffe is CEO/Secretary General, World Evangelical Alliance, a network of churches in 128 nations that have each formed an evangelical alliance and over 100 international organizations joining together to give a world-wide identity, voice, and platform to more than 600 million evangelical Christians. Geoff, who is from Vancouver, works out of the New York City headquarters of WEA. Geoff spends a considerable amount of time traveling, mentoring leaders of Evangelical Alliances, speaking at global conferences, conducting media interviews, meeting with government and faith leaders and interacting with institutions such as the United Nations, G-8 and World Bank. Building evangelical identity, encouraging collaboration and unity, and building a strong voice for the marginalized, the poor and the persecuted are his priorities. As part of Geoff's role, he works with a global network of entrepreneurs and business leaders committed to innovation and positive change throughout the marketplace and society.

PAUL WILLIAMS, DAVID J. BROWN FAMILY ASSOCIATE PROFESSOR OF MARKETPLACE THEOLOGY AND LEADERSHIP

Moderator of Panel Discussion on Screening of PBS Documentary on Spiritual Enterprise

Paul Williams, BA, MA, MSc (Oxford), MCS (Regent College) trained as an economist and worked in economic consulting for several years before undertaking theological training at Regent. He then returned to the marketplace, working as an economic advisor for major international corporations and government agencies. In his most recent role as Chief Economist and Head of International Research for DTZ, his key clients included JP Morgan, MetLife, Pirelli, Prudential, GE Capital, the Government of Estonia and the Spanish Social Security Agency. He has written numerous articles on Christian faith and the marketplace. His research interests include capitalism and globalization, the theology of public discipleship, marketplace mission and workplace spirituality.

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About the Entrepreneurial Leaders Organization

Organizational Structure

The Entrepreneurial Leaders Organization (ELO) is the operating name of the *ELO Learning Society*, a non-profit organization registered in the Province of British Columbia, Canada.

Vision

To become the world's leading organization to equip, connect & inspire Christian entrepreneurial leaders.

Mission

The ELO pursues its vision as follows:

Publications – blogs, articles, books & e-books are based on comprehensive interviews with leading Christian entrepreneurs worldwide, from billionaires to one-person consultancies, and an in-depth analysis of the theology and practice of entrepreneurial leadership.

Public Speaking – keynotes, seminars & courses for churches, para-church organizations and executive groups worldwide.

Conferences – the focus is on the pioneering of the signature “Entrepreneurial Leader Conferences” which “equip – connect – inspire” Christian entrepreneurial leaders, with the broad-based support of a number of commercial and non-profit organizations.

Values

The values underlying the vision and mission of the ELO are as follows:

Innovation – The ELO strives to embody the qualities of an entrepreneurial organization, focused on innovation that is related to serving its constituency of Christian entrepreneurial leaders.

Pursuit of Excellence – The ELO pursues excellence by working with the world's thought leaders and most prestigious and influential institutions and organizations in order to be “best of class” in its focused activities.

Independence – The ELO provides high-quality, credible, independent activities that facilitate the pursuit of its vision and mission.

International – The ELO seeks to have an impact of a global basis, spanning different cultures, focused on Christian entrepreneurial leaders in other developed and developing nation contexts.

Non-Profit – The ELO is a non-profit organization that neither seeks nor accepts donations and sustains itself by providing publications, public speaking and conferences at fair market value.

Volunteer Supported – The ELO relies on attracting volunteers who are supportive of its vision and mission and can volunteer time in order to reduce its operating costs.

Corporate Supported – The ELO relies on attracting corporate sponsors who pay fair market value for the promotional benefit of being associated with the activities of the ELO.

Entrepreneurial Focused – The ELO is sustained only by its ability to continue to provide a valuable service to those interested in Christian entrepreneurial leadership.

Inclusive – The ELO collaborates and works synergistically with a broad array of denominations, para-church organizations, commercial enterprises and academic institutions in order to achieve its own mission and to facilitate that of others.

Conviction – The existence of the ELO underscores the importance to entrepreneurs themselves, the church, and the marketplace of the positive impact of equipped, connected & inspired Christian entrepreneurial leaders.

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Advisory Board

CHAIRMAN

RICHARD (RICK) J. GOOSSEN, RELATIONSHIP MANAGER, COVENANT FAMILY WEALTH ADVISORS

Rick works full-time with Covenant, one of Canada's leading family wealth advisory firms (www.covenant.ca). Covenant provides holistic counsel with respect to wills & estate, asset management, family business and philanthropic objectives. Rick's ministry focus is the role of Christian entrepreneurial leadership in the marketplace and beyond. As part of his ministry activities, he is involved in the ELO (www.eleaders.org) and is also Director of Entrepreneurial Leadership, Transforming Business, a research and development centre at the University of Cambridge, Cambridge, UK (www.transformingbusiness.net).

MEMBERS

ROD BERGEN, MANAGING DIRECTOR, TAX & FINANCIAL ANALYSIS, JIM PATTISON GROUP

The Jim Pattison Group is the third largest private company in Canada. Rod is a Chartered Accountant and a former member of the Board of Governors of the Canadian Tax Foundation. Prior to joining the Jim Pattison Group, Rod was the partner-in charge of the British Columbia tax practice for one of the "Big 6" accounting firms as well as being a member of the firm's Partnership Board and chairman of the firm's technology steering committee.

TOM COOPER, PRESIDENT & FOUNDER, CITY IN FOCUS

In 1988 City in Focus (www.cityinfocus.ca) began as a chaplaincy to the marketplace, seeking to care for and connect the people of Vancouver. Today, City in Focus provides an umbrella for numerous thriving ministries and fosters the development of new organizations and initiatives, all while caring for and connecting an increasingly diverse community. Over all, City in Focus is committed to bringing input from a Christian faith perspective into the lives of the men and women of Vancouver. Most notably, City in Focus organizes an annual prayer breakfast attended by approximately 1,000 people.

IAN DANIEL, PRESIDENT & FOUNDER, NEW CREATION CONSULTING, & NCOL MINISTRIES

Trained originally in electrical engineering, Ian formed New Creation Consulting (www.NCOL.com) in 1996, beginning with management consulting. Today, NCOL Internet develops world-class Internet solutions for medium and large enterprises throughout North America. Ian is also President of NCOL Ministries (www.NCOL-Ministries.ca) – a Christian non-profit, dedicated to bringing business-class expertise to the non-profit sector. Ian's entrepreneurial journey is included in Goossen, Ed., *Entrepreneurial Leaders: Reflections on Faith at Work* (Vol. 5).

JAME HEALY, PRINCIPAL, AVANTAGE PARTNERS

Trained originally in finance and economics at TWU and UBC, Jame has developed a reputation for building world-class teams known for delivering large and complex solutions using niche and specialised skills. As a seasoned management consultant with over 15 years experience, Jame has led short and long-term projects and with his background in trading system efficiency brings unique perspective as team lead to the Business Process Integration Practice. Jame is a consultant at Avantage Partners (www.avantage.com) and his focus within the practice is on supply chain and trading partner integration.

Advisory Board / continued

STEVEN KRAUSE CA, CPA (ILLINOIS), PRESIDENT, AVISAR CHARTERED ACCOUNTANTS

Steve brings a wealth of experience in both owner-managed businesses and public companies. Steve's strategic vision and commitment to quality results has been a key factor in the continued growth of Avisar (www.avisar.ca) as a firm, as well as the development and maintenance of client relationships. By applying his skills in business analysis, strategic acquisitions and financings, financial and securities reporting, prospectuses, business plans and taxation, Steve helps ensure that businesses are on solid financial footing.

ROB MAAT, PRESIDENT, WILCO LANDSCAPING

Rob is President and co-owner of Wilco Westcoast (www.wilcowestcoast.ca). Rob has a degree in landscape architecture from Michigan State University and has worked in the field his entire career, including high profile projects such as Expo 86. Rob is also a Director of Fleetwood Port Kells EDA for the Conservative Party of Canada. Wilco Westcoast is part of the Wilco group of companies across Western Canada which form the largest civil and landscape development group in Canada.

PETER MOGAN, LAWYER, ACCESS LAW GROUP

For the past thirty years, Peter Mogan has been active as a lawyer, businessman and mediator in B.C. and Ontario. He has worked closely with his business clients in a wide variety of tasks from business formation through financings, mergers and acquisitions, contract negotiations, international trade, dealings with government, tax planning and securities compliance. Peter was educated not only at University of Toronto and Osgoode Hall, but also Regent College where he received a Diploma of Christian Studies. Peter is the legal counsel of record for the Entrepreneurial Leaders Organization.

RICHARD SCOTT, BUSINESS COACH, CLARITY BUSINESS STRATEGIES

Rich is a leading FocalPoint Certified Business Coach & Coach Trainer (www.focalpointcoaching.com). He is an accomplished entrepreneur and an experienced sales and marketing professional. He has over 15 years of sales, marketing and leadership experience. In 2000, he co-founded Qualica Financial Group Inc, a commercial equipment lease finance firm. By 2005 he had help grow it to #1 status in Western Canada. In 2006, he then successfully managed the sale and transition of the company to one of MCAP, one of Canada's largest independent mortgage and finance companies.

TERRY SMITH, CHAIRMAN OF THE BOARD, SMITH GARDENS, BELLINGHAM, WA

Smith Gardens is the producer of Northwest Grown garden products, and has been a family-owned and operated business for over 100 years. The business now has four locations and employs over 600 workers in peak season; its products are available through leading retailers such as Costco, Walmart and Home Depot. Terry was President of Smith Gardens for many years and engineered a significant expansion phase, before successfully transitioning management of the business to two of his sons. Terry believes in God-given DNA: divine gift, natural gifts and acquired gifts.

BERNIE THEISSEN, INDEPENDENT REAL ESTATE AGENT, HOMELIFE GLENAYRE REALTY

Bernie previously worked with Radio Shack for almost 20 years. He was a District Manager for Atlantic Canada and then later for southern Alberta. He then became involved in real estate. He has been an agent with Homelife since 1989 and has in parallel developed a property portfolio through Thiessen Real Estate Ventures. He has been Chair of the Chilliwack Commercial Realtors Association. He has served as chairman of the Greendale First Mennonite Church and also on the Board of Camp Squeah.

Entrepreneurial Expo

From 6:00 to 10:00 p.m. in the Grand Ballroom, there will be display tables featuring a wide range of supporters of the Entrepreneurial Leaders Conference who are either sponsors, entrepreneurs or ministry organizations that work with or support entrepreneurs. This “Entrepreneur Expo” is an opportunity for supporters to introduce their company or organization and its services to attendees. We encourage you to visit their display tables and find out more about them.

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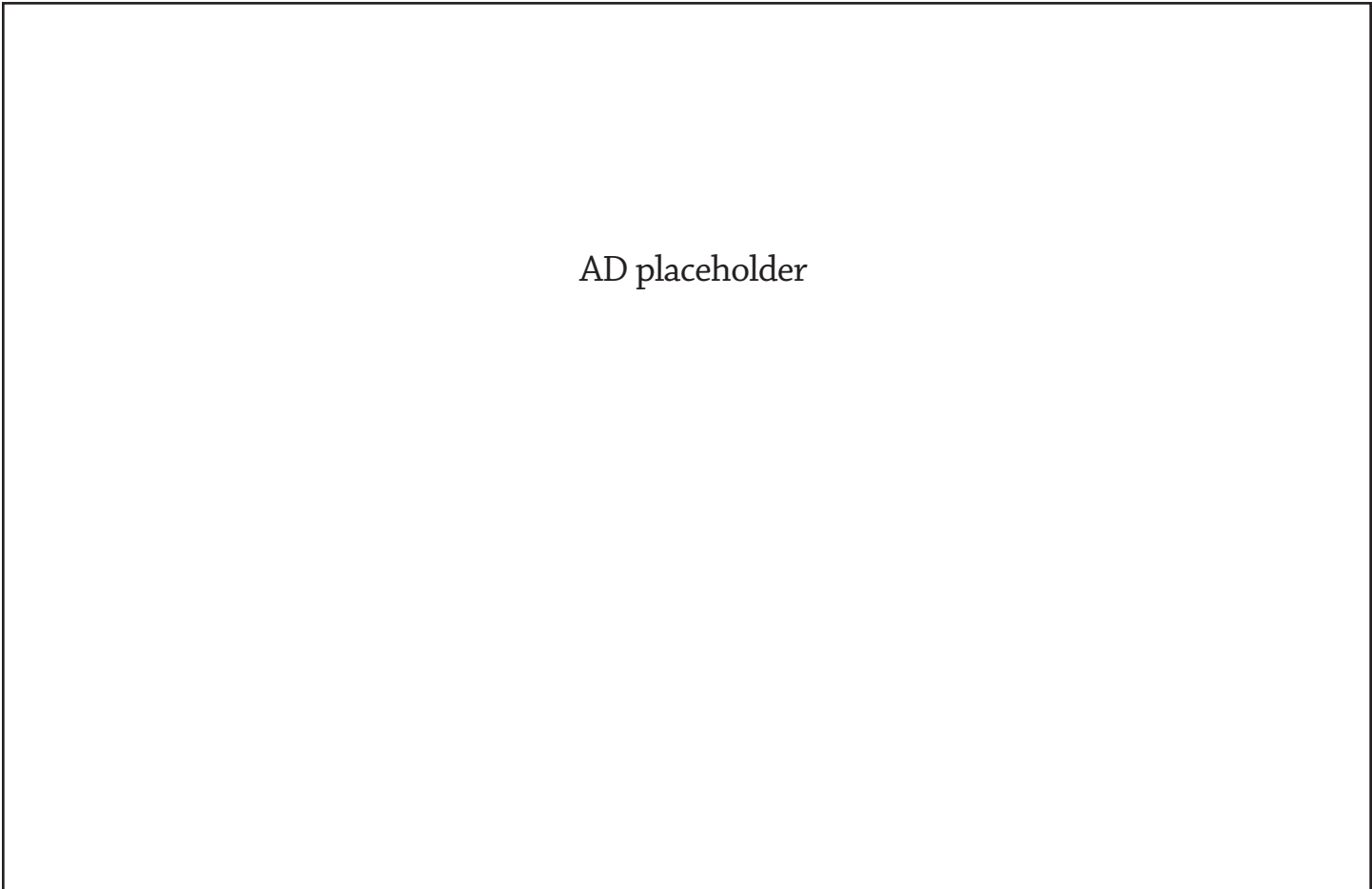
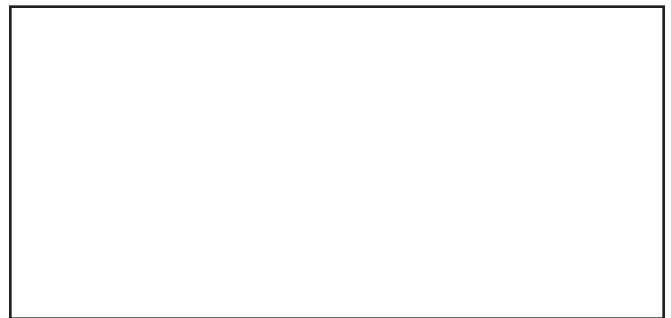
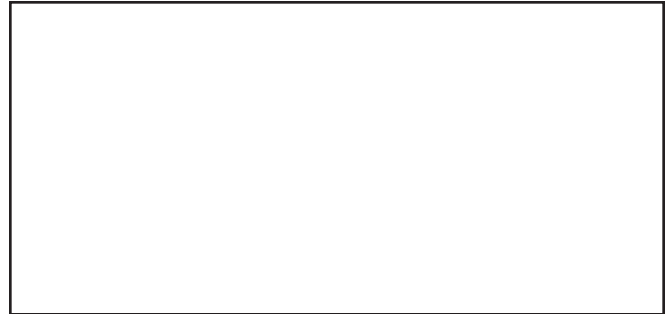
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DROP BY OUR DISPLAY TABLE TO MEET OUR TEAM AT THE ENTREPRENEUR EXPO.

New Book Announcement!

“Becoming an Entrepreneurial Leader: Fulfilling Your God-Given Potential ,,”

by Richard J. Goossen & R. Paul Stevens

This book will be a guide for would-be entrepreneurial leaders who want to fulfill their God-given potential, covering everything Christians need to know about how to have impact within and outside and organization and how to practice the call to entrepreneurial leadership. Far beyond the generalities of faith at work fundamentals, this book shows how everyone from a social worker to executive, teacher to the high tech guru, pastor to university administrator, can have exponential impact through Christian-based entrepreneurial leadership.

Chapter 1 - Becoming an
Entrepreneurial Leader

Chapter 2 - Worldview

Chapter 3 - Soul

Chapter 4 - Work Ethic

Chapter 5 - Creativity

Chapter 6 - Meaning

Chapter 7 - Calling

Chapter 8 - Succeeding

Chapter 9 - Overcoming

Chapter 10 - Leading: Fulfilling your God-
given Potential

“I am delighted that Rick Goossen and Paul Stevens are collaborating in the writing of this much needed book. I know them both well, and they make a wonderful combination: Rick with his business and academic experience, and unrivalled knowledge of and passion for the subject of entrepreneurship; Paul with his wisdom, distinctive brand of insightful theology and practical application.”

~ Rev. Dr. Richard Higginson, Ridley Hall, Cambridge, UK

**forthcoming, InverVarsity Press, Spring 2013*

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TRANSFORMING BUSINESS

entrepreneurial leadership



UNIVERSITY OF
CAMBRIDGE



Dr. Peter Heslam

Transforming Business is an innovative research and development project on Christianity and entrepreneurship in the University of Cambridge. Its director is Dr Peter Heslam, a highly-respected and internationally-acclaimed researcher and public speaker on enterprise solutions to poverty.

Dr. Rick Goossen, Director of Entrepreneurial Leadership, has pioneered a research program that includes over 200 interviews with Christian entrepreneurs throughout the world. A number of these interviews were featured in five volumes titled, *Entrepreneurial Leaders: Reflections on Faith at Work*. Two of Dr. Heslam's interviews with entrepreneurs from Brazil and South Africa were included in Vol. 5 of Dr. Goossen's *Entrepreneurial Leaders: Reflections on Faith at Work*. This research project is active with interviews being regularly conducted to build on the storehouse of knowledge accumulated.

With assistance from the SEVEN Fund and the Templeton Foundation, Transforming Business recently launched **Belief in Enterprise**, an international research initiative involving the Graduate School of Business at the University of Cape Town. It focuses on Christian entrepreneurs in developing countries, building on the five interview volumes edited by Dr Goossen. The Research Coordinator of this project is Dr Carol Christopher, one of the conference speakers, who has a background as an entrepreneur and is currently an Affiliate Faculty at Fuller Theological Seminary.

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2012 Seminar/Course

The Soul of the Marketplace: Meaning, Motivation & Leadership



Dr. Paul Stevens
Professor Emeritus of
Marketplace Theology and
Leadership, Regent College



Dr. Richard Goossen
Chairman, Advisory
Board, Entrepreneurial
Leaders Organization

January 9–February 2
Mondays & Thursdays
6:30–9:20pm
4-week seminar

FortisBC
Conference Centre
1111 West Georgia Street
Vancouver, BC V6E 4M3

This seminar/course aims to help people inhabit a biblical theological vision for life in the marketplace. It will seek to locate an understanding of ministry in the marketplace within the wider context of God's mission, and the mission and ministry of the church in the world. In particular, it is designed to meet the following objectives for students:



- To develop a theological foundation for Christian service in the marketplace, especially a theology of work
- To equip people for present or future ministry in the marketplace
- To provide time, space, and structure for extended theological reflection on aspects of the participant's own work experiences and those of others
- To encourage and empower people for the transformational nature of work and its significant part in the church's mission in the world today

Cost: \$295 for the seminar (early bird price before November 1st is \$275).

Cheques should be made payable to Regent College Marketplace Institute.

Academic credit is available and gained through registering with Regent College. Course title: APPL INDS 575/741

Register for the seminar with the Regent College Marketplace Institute

marketplace.admin@regent-college.edu
www.regent-college.edu/marketplace
604.221.3308

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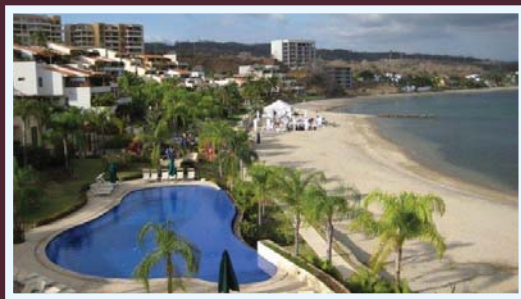


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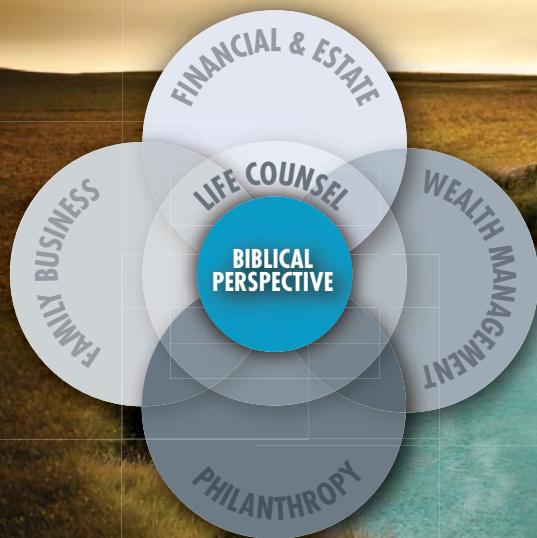
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