

# Entrepreneurial Leaders

[www.eleaders.org](http://www.eleaders.org)

**ENTREPRENEURIAL LEADERS CONFERENCE – VANCOUVER, CANADA  
NOVEMBER 9<sup>TH</sup> – 10<sup>TH</sup>, 2011**

***“The World’s Leading Event to equip, connect & inspire Christian entrepreneurial leaders.”***

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 sphere of influence. How do you do so? That’s what the Entrepreneurial Leader Conference is about.

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

All conference activities take place at the downtown Sheraton Vancouver Wall Centre Hotel ([www.sheratonvancouver.com](http://www.sheratonvancouver.com)), which is also one of the sponsors of this event.

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

The event is organized by the ELO Learning Society, a non-profit organization registered in the Province of British Columbia, Canada and operating as “Entrepreneurial Leaders Organization.” The Managing Director is Dr. Richard (Rick) J. Goossen. The vision of the ELO is to be the world’s leading organization for to equip, connect and inspire Christian entrepreneurial leaders.



For further information contact: Dr. Richard J. Goossen, Chairman, Advisory Board, Entrepreneurial Leaders Organization, Suite 1700 – 1185 West Georgia St., Vancouver, BC, Canada, V6E 4E6; T: 604-785-6334; E: [rick@eleaders.org](mailto:rick@eleaders.org) . See also [www.eleaders.org](http://www.eleaders.org).

*Entrepreneurial Leaders Organization, Vancouver, BC, Canada  
T: (604) 785-6334; E: [info@eleaders.org](mailto:info@eleaders.org) W: [www.eleaders.org](http://www.eleaders.org)*

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## AGENDA

Wednesday, November 9<sup>th</sup>, 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 – 10:30 a.m. **Paul Stevens, Professor Emeritus, Regent College, Vancouver, BC** -  
“The Soul of the Entrepreneurial Leader: Overcoming the Challenges of  
the Marketplace”  
10:30 – 10:45 a.m. Break  
10:45 – 11:15 a.m. **Esther deWolde, CEO, Phantom Screens, Abbotsford, BC** – “Phantom  
Screens: An Entrepreneurial Journey Fuelled By Faith”  
11:15 – 12:00 **Mitchell Neubert, Chavanne Chair of Christian Ethics, Baylor  
University, Waco, TX** – “The Essentials of Entrepreneurial Leadership:  
Being Equipped to Lead Positive Change”  
Noon - 1:00 Lunch (*Full Hot & Cold Buffet Lunch Provided*)  
1:00 – 2:00 p.m. **George So, Managing Director, DuPont China, Hong Kong** –  
“Christianity and Entrepreneurship in Greater China: Exciting  
Developments from a New Frontier”  
2:00 – 3:00 p.m. **Peter Heslam, Transforming Business, University of Cambridge, UK** -  
“The Good Entrepreneur: Addressing Social Problems with  
Entrepreneurial Skill”  
3:00 – 3:15 p.m. Break  
3:15 – 4:00 p.m. **Karl Moore, Professor of Management, McGill University** - “The  
Corporate Entrepreneur: Leading in a Post-Modern World”  
4:00 – 4:45 p.m. **Ken Keis, President & CEO, CRG International** - “Living on Purpose: A  
Holistic Approach to Entrepreneurship”  
4:45 - 5:00 p.m. Wrap up / Close

Price: \$349/person – “Early Bird” (on or before September 30<sup>th</sup>) or attendee of both day-time and evening sessions receive an “Entrepreneurial Book package” (an approximate retail value of \$60)

### Evening

- 6:00 – 7:00 p.m. Networking Reception  
7:00 – 8:45 p.m. Dinner & Keynote  
**Senator Yonah Martin, Government of Canada** – Welcome  
**Peter Heslam, University of Cambridge, Cambridge, UK** - Introduction  
**Arthur DeFehr, CEO, Palliser Furniture, Winnipeg, MB** –  
“Entrepreneurial Leaders: Called to Make A Difference”  
8:45 – 10:00 p.m. Coffee/Tea & Dessert Networking /Reception

Price: \$149/person – “Early Bird” (on or before September 30<sup>th</sup>) will receive a receive an “Entrepreneurial Book package (an approximate retail value of \$30)

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## Entrepreneur Expo

From 6 – 10 p.m. in the Grand Ballroom there will be 20 – 30 display tables featuring a wide range of supporters 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/organization and its services to attendees.

Price: \$798 (includes the display table & two chairs; 2 tickets to the evening session)

**Thursday, November 10<sup>th</sup>, 2011**

**9:00 – 11:30 a.m. - “Entrepreneurial Leaders Roundtable: Can Entrepreneurs do Virtuous Business?”**

**Theodore Roosevelt Malloch, CEO, Roosevelt Consulting Group & Research Professor, Yale University, New Haven, CT – “Spiritual Enterprise: Doing Virtuous Business”**

**Western Canada Premiere Showing** of one-hour Emmy Award-nominated PBS Documentary on “Doing Virtuous Business”

**Paul Williams, David J. Brown Chair of Marketplace Theology and Leadership and Executive Director, Marketplace Institute, Regent College, Vancouver, BC** will moderate a Panel Discussion / Audience Q & A with Ted Malloch

**Discussion Panel includes some of the Conference Speakers & others**

This is a smaller-scale, “roundtable” gathering; there are a limited number of tickets available on a “first come first served” basis.

Cost is \$99 (Continental Breakfast included)

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## PRESENTERS

**Senator Yonah Martin, Government of Canada**

**“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.

**KEYNOTE SPEAKER – ARTHUR A DEFEHR, OC**  
**CEO, Palliser Furniture, Winnipeg, MB**

**“Entrepreneurial Leaders: Called to Make A Difference”**



Dr. Arthur A. DeFehr, OC, of Winnipeg, MB has devoted a lifetime to applying his entrepreneurial skills in both a business and social context. In 1984 he was appointed CEO of Palliser Furniture, a successful family-owned furniture manufacturer. He has been involved in the company since 1967, and is credited with developing it into one of Canada's largest residential furniture manufacturers. Palliser is Canada's leading home furniture manufacturer with plants also in the United States, Mexico and Indonesia, employing more than 2,500 people and generating \$190 million in revenue. Palliser was founded in 1944 by Art's father, Abram Albert DeFehr, a

Russian born immigrant to Canada who "began making simple wooden pieces" in the basement of his Winnipeg home then moved into a former chicken barn that was Palliser's first furniture factory. Art was named "Entrepreneur of the Year" in 2001 by *Manitoba Business Magazine* for expansion of the business.

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**Richard (Rick) J. Goossen, Chairman, Advisory Board, Entrepreneurial Leader Organization**

## 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](http://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](http://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](http://www.transformingbusiness.net)).

## DAY-TIME CONFERENCE SPEAKERS

**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](http://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).

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**Peter Heslam MA BA DPhil FRSA**

**“The Good Entrepreneur: Solving Social Problems with Entrepreneurial Skill”**



Dr Peter Heslam is Director of Transforming Business ([www.transformingbusiness.net](http://www.transformingbusiness.net)), a multi-disciplinary research and development project on enterprise solutions to poverty at Cambridge University. Peter has an established international reputation for work at the interface between ethics, business, society and culture. He is a prolific writer, speaker, researcher and commentator on the role of business in economic and social development. His publications include *Globalization: Unravelling the New Capitalism*, *Globalization and the Good* and *Transforming Capitalism: Entrepreneurship and the Renewal of Thrift*. Peter is the recipient of a number of prizes and awards, he is a Senior Member of Trinity College, Cambridge.

**Theodore Roosevelt Malloch, CEO, The Roosevelt Group & Research Professor, Yale University**

**“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](http://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.

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**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.

**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.

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**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).

**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?”**



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.



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**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”**



spirituality.

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

**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](http://www.LTrek.com)).

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## ***Canadian Premiere of PBS Documentary – “Doing Virtuous Business”***

### ***Introducing a New Business Paradigm - Virtuous Capitalism***

*Doing Virtuous Business* is a PBS documentary that examines classic virtues as practiced in a modern business environment by spotlighting more than a dozen inspirational business success stories, featuring unprecedented access to many of the most celebrated and influential entrepreneurs and chief executives throughout the world. The documentary includes in-depth conversations with Muhammad Yunus, President & CEO of Grameen Bank in Bangladesh and winner of the 2006 *Nobel Peace Prize*, as well as Franck Riboud, President & CEO of Dannon Foods, William Pollard, former CEO of ServiceMaster, Inc., Isadore Sharp, President & CEO of Four Seasons Hotels and Resorts, Don Soderquist, former CEO of Wal-Mart, John Tyson, Chairman of the Board of Tyson Foods, Inc., Brain Walker, President & CEO of Herman Miller, Inc., Greg Page, President & CEO of Cargill, Inc., Jonathan Reckford, President & CEO of Habitat for Humanity International, Tim Solso, President & CEO of Cummins Engine, Inc., Thomas Hill, Chairman of the Board for Kimray, Inc., and Truett Cathy, founder and Chairman of Chick-fil-A Restaurants, Inc., among many others. Rounding out these engaging interviews are insights from some of the foremost academic leaders at the world's top management schools and universities. This new business paradigm creates greater long-term value through a type of Capitalism 2.0, or "*Virtuous Capitalism*," which redefines the very meaning of corporate success.