



Entrepreneurial Leaders  
ORGANIZATION

# Entrepreneurial Leaders Review 2016

## WINNIPEG, CANADA

2016 - 2017 | Vol. 1 | No. 1

The World's Network for Christian Entrepreneurial & Marketplace Leaders



COVENANT<sup>®</sup>  
FAMILY WEALTH ADVISORS

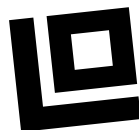
As a **Business Owner**  
Do You Ever Feel Alone at the  
**Boardroom Table?**

Skillfully assembled **Advisory Boards**  
deliver a round table of wisdom that will  
help your company innovate, compete,  
grow and succeed. Learn more about  
Advisory Boards on **page 8**.



# Table of Contents

ELO Advisory Board	2
ELO Since 2005	2
Thank You to Our Sponsors & Supporters	3
The Meaning of Work: Disengaged & Disenfranchised?	4
About ELO: Vision, Mission & The “Why”	5
Advisory Boards: An Untapped Resource for Entrepreneurs & Business Owners	8
Keynote Speaker: Peter Legge	11
Panel Discussion Participants	12
The Power To Overcome	13
“10 in 2” Entrepreneurial Leaders Video Profiles	16
11 Things To Know About ELO	17



# Chairman, Advisory Board

Dr. Richard (Rick) J. Goossen, Covenant Family Wealth Advisors, Vancouver & Toronto

## Table Hosts

Adult & Teen Challenge of Central Canada  
All-Fab Building Supplies  
Bison Transport  
Herb & Erna Buller Foundation  
Canadian Mennonite University  
Covenant Family Wealth Advisors  
Golden West  
Jade Transport

Loewen Windows  
Mennonite Foundation of Canada  
Palliser Furniture  
Schroeder Freight  
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Triple E Trailers / Leisure Travel Vans  
Youth for Christ

## Thank You To Our Volunteers

I would like to acknowledge and thank the student volunteers from Canadian Mennonite University and Providence University College who have assisted in hosting this event.

For further information: [www.EntrepreneurialLeaders.com](http://www.EntrepreneurialLeaders.com).

**Contact:** Dr. Richard (Rick) J. Goossen, Chairman, Advisory Board, E: [rick@EntrepreneurialLeaders.com](mailto:rick@EntrepreneurialLeaders.com)

## ELO Since 2005:

1	Study Guide published
5	continents from which attendees have come
6	books published (in 3 languages)
20	conferences in Vancouver, Toronto, Calgary & Hong Kong
40	of the world's leading speakers
50	advisors
100	sponsors & supporting organizations
300	Christian entrepreneurs interviewed
3,000	Newsletter subscribers
5,000	attendees
35,000	unique web visitors per year
100,000	people impacted annually through ELO and partner email distribution

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# The Meaning of Work: Disengaged & Disenfranchised?

## Greg Leith

CEO, Convene ([www.ConveneNow.com](http://www.ConveneNow.com))



It happens five or six days a week all over the world. About 7 billion people get up and go to work all over the planet; some drive to gleaming wood-paneled offices, some drive trucks full of goods; some work factory assembly lines, some work fields to pick crops; some operate on patients in hospitals, some operate floor machines in hospitals; some paint pictures, some sell commodities, some teach school.

Two things were true this morning. First, about 70% of the people who went to work were **disengaged** from their work. Sociologist Tony Campolo says, “Some people go to work, and die.” The truth is, based on research from David Ulrich in his book, *The Why of Work*, people don’t just want money for their day at the workplace, they want meaning.

Second, only a small percentage of workers attended church last weekend – the majority are **disenfranchised** from the church. In fact, you, as a Christ-follower and as someone who rubs shoulders with workers, may be the closest the people at your office ever get to hearing the story of hope found in the person of Jesus Christ.

As faith-based leaders, how can we provide work environments that address the heart-cry of the disengaged and disenfranchised people in our midst?

At Convene ([www.ConveneNow.com](http://www.ConveneNow.com)), we believe deeply that the theology of work is key to unlocking this issue.

How can theology help our work world? Understand first that work intrinsically has value. Work is mentioned 800 times in the Bible! God created work and he is a worker. “*My father is always at his work to this very day, and I too, am working*” (John 5:17). The God-head worked to create the earth. They put Adam and Eve in the garden to work. When they violated God’s rules, work did not go away but the way work was

Continued on page 7

# About ELO

## ELO Vision

To connect, equip & celebrate Christian entrepreneurs and marketplace leaders for global difference-making.

## ELO Mission

The Mission of ELO:

- To be an online resource for Christian entrepreneurs and marketplace leaders
- To organize conferences for Christian entrepreneurs and marketplace leaders
- To provide presentations and engage in occasional courses for Christian entrepreneurs and marketplace leaders
- to provide resource materials (books, video) for Christian entrepreneurs and marketplace leaders
- to build a global network of Christian entrepreneurs and marketplace leaders who through collaborative effort and synergy and do much more than individually
- to celebrate through the presentation of awards the achievements and example of Christian entrepreneurs and marketplace leaders achieving social good

## The “Why”

Entrepreneurial leaders are the primary means by which Christianity will have ongoing influence and relevance in our world. If Christians are followers rather than leaders, imitators instead of innovators, risk-avoiders rather than risk-takers, fragmented rather than united, then we will have far less impact than is otherwise possible. This is a tragic failure to be stewards of our collective influence. ELO organizes premier events to bring together all entrepreneurial leaders from throughout the Christian spectrum for synergistic difference-making. Collectively, we number in the thousands, employ 10's of 1,000s and generate 100's of millions of revenue. The vision of ELO is that through collaborative effort we can have an exponential impact. We invite you to be part of this collective undertaking whereby Christians magnify their difference-making capacity in our world.

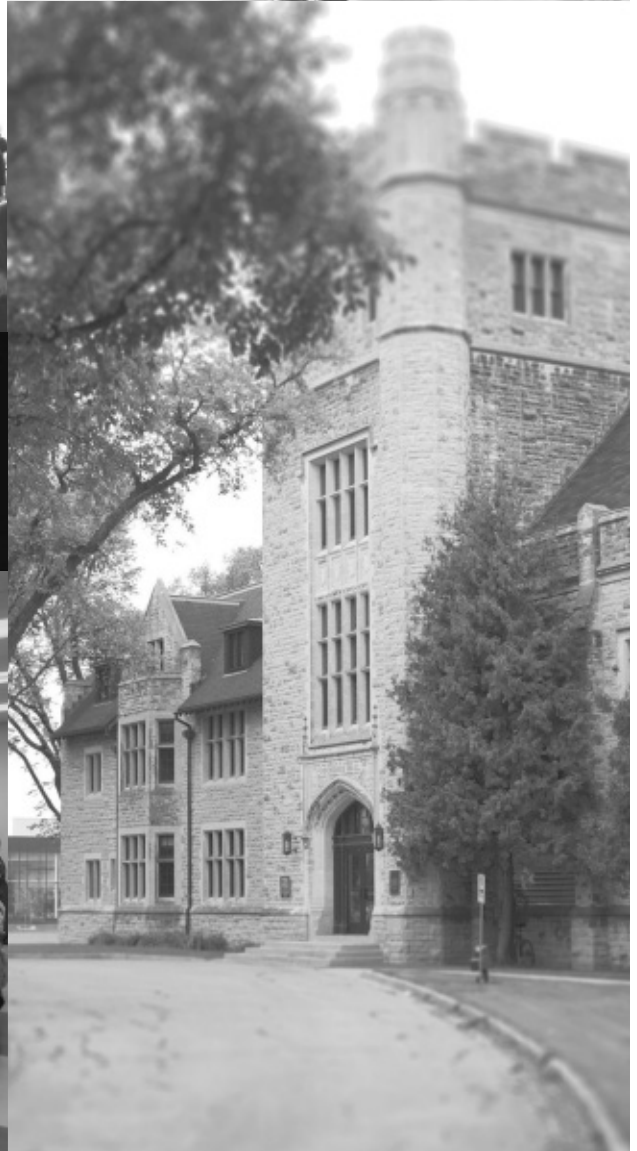


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inspiring and equipping lives of  
service, leadership, and reconciliation  
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# The Meaning of Work: Disengaged & Disenfranchised? (continued)

done changed. We are to work while we are on earth and we will be given jobs to carry out in heaven forever. That ought to shake up the disengaged worker! **Work existed before the earth was formed and it will last long after the earth disappears.**

For the disenfranchised worker, they need hope, and they can find hope by knowing you! You don't have to go on a foreign missions trip to have a ministry; you can go on a local missions trip five days a week at your office by using your company as a vehicle of hope in the lives of people. Why go to a lost people group in Africa when there is a lost people group at the place you work?

So, having a theology of work can help us provide meaningful work for the disengaged worker, and hope for the disenfranchised people in our businesses. But it can also transform how we view our role as business leaders. Jesus' ministry was all about the marketplace. If we get down to the most clear translation of the word *tekton*, which we normally translate as "carpenter," we find that Jesus was likely a builder or general contractor rather than a single craft carpenter. Jesus owned a business until he became a preacher. It should be no surprise that 122 of the 132 public appearances Jesus made were in workplace – that's 90%! Of the 52 parables Jesus told, 45 had workplace context – that's 86%! Of the 40 miracles Jesus performed – 39 were in the marketplace – that's a whopping 97%!

How can we as CEOs, leaders or business owners do our work in the marketplace like Jesus did his? I believe it happens at its best when we are surrounded by a brain trust, a networking group that helps us achieve excellence as, together, we solve problems faster, better, deeper. Why go it alone in the business zone?

The Wall Street Journal says the top two factors that influence your success as a CEO are:

1. your experience, and
2. the experience you gain from others.

The Bible said it before the Wall Street Journal did! It tells us that a triple-braided cord is not easily broken. Imagine

being in a room with your 'brain trust' of leaders! The experience you gain from a peer group of advisors is like oxygen for a person out of breath.

Building and leading a business is not easy or fast. It's a big job, with big responsibilities that can often lead to big questions. How do you do more than just maintain? How do you thrive? What's the best way to manage your team for results? How do you achieve balance? (Is there such a thing as balance?) To answer these questions, Convene brings out the best in you and brings on the best in a peer group of advisors.

Convene peer groups are comprised of CEOs, presidents, and business owners throughout a region. They're feeling like you are and asking the same questions you are. The CEO role should not be the "lonesome road" role! Convene is more than a repository of Google responses to leadership questions. It's real live CEOs like you, helping each other.

Convene is a faith-based organization for Christian CEOs who get together monthly in peer-to-peer environments to learn strong business leadership skills built on a biblical platform. Convene was founded in 1996 by a group of five CEOs and business owners who were feeling isolated and lacked the tools, support and relationships they needed to build the profitable businesses of their dreams. They wanted to integrate their faith to make great Kingdom impact. Today, over 400 Christian CEOs in over 40 cities are helping one another gain insight, experience business growth, have impact, and leave a strong legacy. More about Convene can be found at [www.convenenow.com](http://www.convenenow.com).

As **leaders** formed in the **image of God**, leading **people** formed in the **image of God**, we should lead our **companies** on the **principles of God**.

**Hear a live version of this article on YouTube. Just search for "Convene, Greg Leith" and listen in!**

# Advisory Boards:

## An untapped resource for entrepreneurs & business owners

*“Almost by definition, the [advisory] board requires a company to be more reflective, and pushes it to build a long term vision. This leads us to believe that business owners with Advisory Boards likely develop greater rigour, and are better able to strategically orient their companies and take the necessary steps to reach their objectives.”*

**– BDC Study “Advisory Boards: An Untapped Resource for Businesses (March 2014)”**

At some point, most entrepreneurs and business owners realize that they can serve themselves best by tapping into high level, specialized input from people who have “been there, done that.” One way to do that is through an Advisory Board.

### **What are the Benefits of an Advisory Board?**

1. Big picture, strategic planning input
2. Broaden the universe of knowledge and skills
3. Develop new ideas
4. Avoid costly mistakes
5. Ensure orderly succession of company (whether from one family generation to the next, or from an entrepreneur to a managerial team)
6. Confidential and collective feedback
7. Success and sustainability rest on solid corporate governance
8. Enhanced credibility among stakeholders by having highly-credentialed advisors

**“Yes, but...” Here are the questions often posed by entrepreneurs.**

### **What are the Hurdles in Creating an Advisory Board?**

1. Where do I find these advisors?
2. Why would they want to be advisors?
3. How do I ensure that these individuals are a good fit?
4. How do I organize and manage an Advisory Board?
5. How do I put this together? Who can help me?

So, there’s an interesting situation where most entrepreneurs recognize a need, but don’t know how to go about addressing it. In response to this need,

combined with the experience and resources of the Covenant team, we began offering a compelling “Advisory Board Program”. We undertook a “quiet launch” of this new program in late 2014 and it has generated immediate interest from business owners.

For a number of years we have gained valuable experience doing the following: strategic reviews of governance and organizational structures; strategic planning for business sustainability and growth; evaluating individuals for key leadership positions utilizing our knowledge, experience and the The Birkman Method® assessment tool; chairing and running meetings for family, ownership, and leadership groups; and emergency response planning. We have also developed an unmatched Canada-wide network of potential Advisory Board candidates. All of these skills and experiences of the Covenant team have coalesced to support the creation of an Advisory Board program.

### **How Does Covenant help with an Advisory Board?**

1. Perform a detailed “Strategic & Governance Review” to understand the background of the company and the key strategic issues and priorities to be addressed by the Advisory Board
2. Identify and source potential candidates
3. Coordinate interview process and conduct any assessments necessary
4. Establish parameters for the Advisory Board
5. Present the opportunity to preferred Advisory Board candidates
6. Organize and facilitate the first meeting
7. Support ongoing Advisory Board effectiveness as needed, including acting as interim board chair

**THE BOTTOM LINE:** We have found that successful entrepreneurs are prepared to invest in their company to create sustaining value and accelerate growth. Many of them can see the value but lack an effective method for making it happen. Working with an advisor like Covenant can give you your best chance of realizing the benefits of an Advisory Board.


**Richard (Rick) J. Goossen, BA (Hons), LLB, LLM, PhD,  
Covenant Family Wealth Advisors**


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second largest  
search engine  
in the world?

**You**Tube



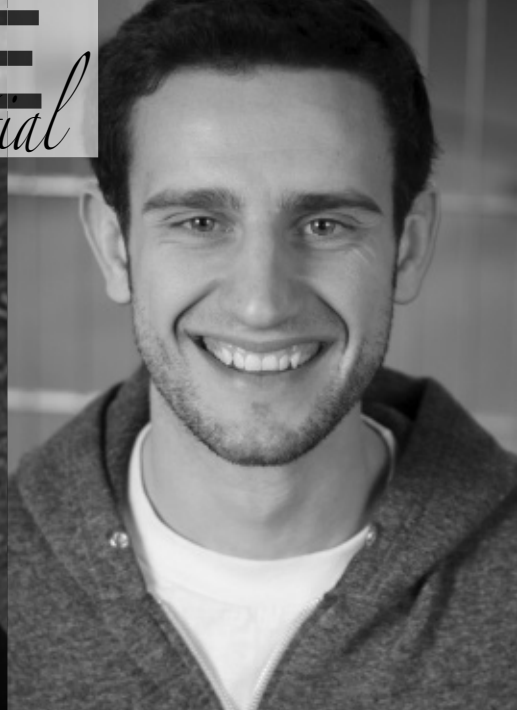
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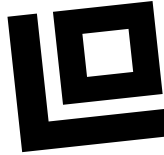


inspiration. hope. purpose.

Rick Goossen's  
**Interviews with  
Entrepreneurial Leaders**



**Interview  
Bundle**



**Entrepreneurial Leaders  
ORGANIZATION**

The most beneficial thing you can do for yourself as a leader is seek wisdom from those who have gone before you. Over the past 20 years or so, Dr. Richard J. Goossen has sparked relationships with Christian activists, lawyers, best-selling authors, historians, CEOs, and so many others in high level leadership roles.

Goossen has put in the work in order to bless up-and-coming leaders with the years of cumulative experience these leaders all represent. Are you looking for some entrepreneurial advice? Maybe some inspiration to jumpstart your business? Even some history to give context for what may come?

Goossen's interview bundle is sure to be thought-provoking and informative on the most relevant opportunities and issues facing leaders.

**For more information on how to purchase the "Interview Bundle" or any one of more than 80 individual interviews go to Vryso Christian Books ([www.vryso.com](http://www.vryso.com))**



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Lift high His name in  
**WORSHIP.**

Remember Him constantly in  
**COMMUNION.**

Unite the body of Christ in  
**FELLOWSHIP.**

# Keynote Speaker: Peter Legge



Peter Legge is an inspiration to anyone who meets him! (see [www.peterlegge.com](http://www.peterlegge.com)). He lives his life dream as an internationally acclaimed professional speaker, a bestselling author and as Chairman & CEO of the largest independently owned magazine publishing company in Western Canada – Canada Wide Media Limited. He is a community leader, tirelessly devoting his time to many worthwhile organizations. His presentations are based on his everyday experiences as a community leader, husband, father and CEO. Peter has published fifteen books including, “Make Your Life a Masterpiece”, “The Power of Tact”, “The Power of a Dream” and most recently “365 Days of Insights.” Toastmasters International voted Peter “Golden Gavel Award Winner” and “Top Speaker in North America” and both the National Speakers Association and the Canadian Association of Professional Speakers have inducted him into the Speakers Hall of Fame. Peter has received two honorary doctorate degrees from Simon Fraser University and Royal Roads University, and most recently received an honorary doctorate of technology from BCIT. In 2005, Peter was presented with The Nido Qubein Philanthropist of the Year Award in Atlanta, Georgia. In 2006, Peter was awarded the Ambassador of Free Enterprise by Sales and Marketing Executives International in Texas. In December 2006, The Peter Legge Philanthropist of the Year Award was introduced by The Canadian Association of Professional Speakers. Peter is the first recipient of this award. In June 2008, the province’s highest award, The Order of British Columbia was presented to Peter for his life-long commitment to serving the community.

## FEATURED BOOK FROM PETER LEGGE:

### **Lunch with Joe: Collected Lessons & Wisdom from Business Legend Joe Segal**

“Strength and Decisiveness With Compassion.”

— The motto of Joe Segal

In 1994, Vancouver business and philanthropic leader Joe Segal was honoured by his country with the granting of his own coat of arms. The motto he chose, “Strength and Decisiveness With Compassion,” could not have been more fitting. From his early days as a struggling entrepreneur through the remarkable growth of his business empire, Joe has never forgotten the importance of serving his community. His numerous generous charity endeavours aside, he has always taken the time to inspire and encourage others whenever he could. Much of this wisdom was dispensed from his own restaurant table at the Four Seasons Vancouver, where for three decades Joe has lunched with generations of the city’s who’s who. Inside, bestselling author Peter Legge has gathered the stories of more than 90 of these notable guests at Joe’s table over the years — all of whom share the inspiring lessons they learned over “lunch with Joe.”

# Panel Discussion Participants – “The Power To Overcome”

**Herb Buller** grew up in Winnipeg and obtained a Bachelor of Science degree and Certificate in Education at the University of Manitoba. He taught at River East Collegiate for two years before embarking full time in his business career. Herb and his partner expanded their business into a concrete manufacturer of sidewalk and patio blocks, precast residential stairs, and various architectural items. The business operated successfully under the name of Midland Concrete Products until the late 1980s when it was sold to Barkman Concrete Products. In 1971, together with six partners, Herb established Kitchen Craft in Canada, which grew into sales of over \$100 million in 1999 when it was sold to investors. In 2004 with his four sons, Herb acquired Norcraft Companies with five manufacturing plants in the US and one in Winnipeg. The company employed more than 1,500 employees and 200 of those in Canada. In 2015, the Buller Family sold its interest in Norcraft to Fortune Brands Home & Security Inc. of Chicago. The Herb and Erna Buller Foundation is active in charitable activities around the world with an emphasis in education, healthcare, orphanages and Christian camping.

**Charles Loewen** has long been associated with Loewen Windows ([www.loewen.com](http://www.loewen.com)), the Steinbach, MB company founded by his forefathers in 1905. He grew up in the business and ran the company as CEO for a number of years, with the company having 1,600 employees throughout North America at its peak. Then came the housing crisis in the US and the company contracted significantly. Charles was able to lead the sale of the family business to a Danish-based international conglomerate. In 2013 he reacquired the business along with investors. His efforts have led to a successful turn-around and a rejuvenated spirit at Loewen Windows. Charles has leveraged his business successes to have an impact in his community. He is an honoured member of the Manitoba Manufacturers Hall of Fame. He currently acts as the Co-Chair of Winnipeg Poverty Reduction Council and Steering Committee. He is the Canadian Vice-Chair of the International Institute for Sustainable Development. Charles' previous engagements have included President of Steinbach Credit Union, Chair of the Mennonite Economic Development Association and Chair of the Business Council of Manitoba.

**Heidi Reimer-Epp** is CEO and Co-Founder of Botanical PaperWorks, manufacturers and exporters of seed paper, an innovative eco-paper that grows into plants when you put it in soil. Heidi is a corporate director of Red River Mutual Insurance and serves on the Audit Committee. She is also Vice-Chair of the national trade association Promotional Product Professionals of Canada. Heidi is a three-time published author and an enthusiastic champion of entrepreneurship. Heidi and her family are members of FaithWorks, a Winnipeg Mennonite Brethren church where she serves as Chair of the HR Committee.

**Don Streuber**, F.C.P.A., F.C.A., is the Executive Chairman and CEO of Bison Transport Inc., one of the largest transportation companies in Canada today. Bison runs throughout Canada and the United States and has terminals across Canada. Bison operates over 1400 power units and 4000 trailers, and is supported by a solid team of over 2500 professional Drivers and transportation experts. Don is a Chartered Accountant and has a Bachelor of Commerce, with Honors in Finance, from the University of Manitoba. Don became President of Bison on March 1, 2000 and transitioned to his current role as Executive Chairman in September of 2015. Prior to joining Bison Transport, Don was a partner at Sill, Streuber, Fiske & Co. Don is very active in the transportation industry and is a past Chair of the Canadian Trucking Alliance and CentrePort Canada Inc. Don is also Director and Chair of the Audit Committee of Exchange Income Corporation, a TSX listed company. Outside of Transportation, Don is currently the Vice Chair of the Board of the Assiniboine Park Conservancy. He is a member of the Business Council of Canada (formerly CCCE) and Past Chair and Director Emeritus of the Business Council of Manitoba. In 2004, Don was appointed the Honorary Consul General of Austria for Manitoba. He is a Past Chair of Providence College & Theological Seminary.

# The Power To Overcome

## Richard J. Goossen



I recently asked one extraordinarily successful entrepreneur, a founder of a multibillion dollar multinational business, if he could join a panel discussion at one of our ELO events about how to overcome failure. He quipped, “how much time do I have?” and “do I need to limit it to the top ten?” He started rattling off some of his failures with a look etched on his brow that reflected, “I am amazed that I got through all that!”

Yes, how did he get through it? How do any of us get through the challenges of the faith and entrepreneurial journey? These challenges have persisted through the centuries and back to the time of Christ. One reference point is the great Christian allegory *Pilgrim’s Progress* written by John Bunyan, the English Baptist preacher, in 1678. The character “Honest” replies to “Mr. Contrite” upon being asked about how his pilgrimage is going: “It happens to us as it happeneth to wayfaring men; sometimes our way is clean, sometimes foul; sometimes up hill, sometimes down hill; we are seldom at a certainty. The wind is not always on our backs; not is every one a friend that we meet with in the way.” These wise words reflect the dynamics of the marketplace.

All of us, including business people, will face many challenges. Particularly, in the entrepreneurial arena we are dealing with risks, taking initiative, getting outside the comfort zone, doing new and unique things. What happens when that doesn’t work out? What happens when business dealings don’t work out? What about health challenges? There are numerous health challenges that can lay waste to the best construed plans. As the Scottish poet Robert Burns wrote in 1785, often the best laid plans of mice and men can go awry.

John C. Maxwell, the evening keynote speaker for the Entrepreneurial Leaders Conference, Toronto, Nov 16<sup>th</sup>, touches on this topic in his recent book titled *Intentional Living*. Maxwell notes that, “Many individuals who are brilliant in their fields had challenging childhoods, physical handicaps or suffering economic hardships. Adversity tried to knock these people out of their stories, but they didn’t allow it to. Why? There were highly intentional. They had a strong sense of why—a purpose—which drew them forward even if the road wasn’t wide and smooth.” In other words, the challenges are often part of the learning process and sow the seeds of greater future success and effectiveness.

How do we overcome these challenges? Where does the power come from? What is a Christian—as opposed to secular—perspective? What is a biblical perspective? “How can I get this supernatural power?” We are instructed to ask our Father in heaven (Lk 11:13). It is a free gift, available to all who will believe God for it (Acts 2:38, 10:45). It is the power of God to overcome challenges. It is the power of God to fulfill the purposes and plans of Jesus Christ for your life.

In terms of practical application, we need to focus on our spiritual power to surmount the battles on earth. We need to “overcome the world”(1 John 5:4). We start the path to overcoming the world by realizing that, “our struggle is not against flesh and

# The Power To Overcome (continued)

blood”(Eph. 6:12). The “schemes of the devil”(Eph. 6:11) are intended to separate us from God and his purposes for our life and calling.

We need to be reminded that, indeed, we have been given the ability to overcome. The Bible tells us that, “greater is He who is in you than he who is in the world”(1 John 4:4). But how does this all work? How does the presence of Christ help me to overcome the world? It is important that we keep in mind all that John has taught us so far.

We should be “practicing righteousness”(1 John 3:7) based on sound understanding of God’s Word. We also need to receive the spirit. As Luke notes regarding the early church, you will receive power when the Holy Ghost has come upon you” (Act 1:8). Jesus was anointed with the Holy Ghost and power (Act 10:38) and God has given us the spirit of power (2Tim 1:7). Philippians talks about, “I can do all things through Christ who strengthens me.” (Phil 4:13).

We must acknowledge this power that works in us. One example is Bobby Gruenewald, founder, YouVersion Bible App, which has been downloaded 200 million times. Gruenewald refers to God’s power to do the unimaginable. He had not anticipated that, based in the unlikely location for a high tech operation of Oklahoma City, OK, that the YouVersion Bible App would have global impact. Gruenewald cites Eph. 3:20, Now to Him who is able to do exceedingly abundantly above all we ask or think, according to the power that works within us, to Him be glory...”

In short, believers will face challenges in their faith and business journey. It is not a question of “if” but of “when” and “to what degree.” Believers should be encouraged by knowing that challenges can be overcome. They can draw on the power of the faith that is available to them. They have a “why” far beyond their present challenges. They can draw on the power of the Holy Spirit to not only overcome their present challenges, but to thrive and to achieve things that were previously thought unimaginable.



## A MISSION IN YOUR OWN BACKYARD



### BRING HOPE AND PURPOSE TO TEENS IN YOUR COMMUNITY!

Young Life is a world-class organization for adolescents. Our staff and volunteers enter the world of teens, focusing on what matters to them – fun, adventure, friendship and a sense of significance. In doing so, we earn the privilege of talking to them about something that we think matters most of all; the truth about Jesus Christ.

Young Life begins and is sustained in new communities because of adults like you. Make a difference in your neighbourhood by helping us to share the Christian faith in relational and relevant ways.

We are inviting you to be part of this mission by being a member of the local team in Winnipeg.

**Alastair Hunter**  
Divisional Growth Director | Western Region  
ahunter@younglife.ca  
Tel: 250.618.1616

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# “10 in 2” Entrepreneurial Leader Video Profiles

ELO has partnered with Capital Media House ([www.capitolmediahouse.com](http://www.capitolmediahouse.com)) to develop the world’s largest library of 100s of high-impact videos of Christian entrepreneurial leaders.

The videos follow a unique format: 10 questions are answered in 2 minutes! The outcome is fast-paced, captivating video profiles.

The ten questions asked are:

1. **Who Am I?**
2. **What do I do?**
3. **What’s my impact?**
4. **What do I want to be remembered for?**
5. **What’s my #1 lesson?**
6. **What’s my favourite quote?**
7. **What’s my passion?**
8. **What gives me meaning?**
9. **What does success mean to me?**
10. **Why am I Christian?**



**Mark Burnett, #1 TV Producer in Hollywood, is featured in one of the ELO 10in2 Video Profiles**

Some of the entrepreneurs featured are the following:

- Mark Burnett, #1 TV Producer in Hollywood
- Ian Daniel, NCOL Internet ([www.ncol.com](http://www.ncol.com))
- Braden Douglas, CREW Marketing Partners ([www.crewmp.com](http://www.crewmp.com))
- Michael Gibney, Covenant ([www.covenant.ca](http://www.covenant.ca))
- Lando Klassen, House of James ([www.houseofjames.com](http://www.houseofjames.com))

- Brad Malchuk, Fastik Label ([www.fastik.ca](http://www.fastik.ca))
- John Neate, JJ Bean ([www.jjbeancoffee.com](http://www.jjbeancoffee.com))
- Joo Kim Tiah, Holborn Group ([www.holborn.ca](http://www.holborn.ca))

The 10in2 video profiles have multiple uses:

- They are available via [www.eleaders.org](http://www.eleaders.org) to over 50,000 unique visitors/year
- The videos can be, of course, posted on the website of the profiled entrepreneurs.
- The videos are used in public speaking presentations by Rick Goossen, Chairman, ELO
- The video library will be available for use by learners worldwide.

To view these videos go to [www.entrepreneurialleaders.com](http://www.entrepreneurialleaders.com).



**Bobby Gruenewald, Founder, YouVersion Bible App downloaded 200 million times, is featured in one of the 10in2 Video Profiles.**

“I would encourage everyone in the significant spheres that He has placed you to recognize that He is able to do so much more than you think is possible. You probably have a limited view of what God could do through you. But He is only going to do that if you let him work through you and not so that you can be glorified.”



**YouVersion**  
The Bible App™

# Eleven Things To Know About ELO

**The vision, mission and tag line for ELO are listed in this magazine. What are some other important things to know about ELO? Here's our list!**

## **1. The Entrepreneurial Spirit**

ELO was started due to the conviction that Christians are called to the marketplace and that entrepreneurial and innovative people in particular can have an exponential impact if their passion and energy are harnessed for Kingdom-building purposes.

## **2. Entrepreneurship for All**

Entrepreneurship is for everyone. Don't think in terms of the person, but the process. Not everyone can found and grow a wildly successful company—but everyone can become more entrepreneurial, seeking creative solutions to pressing problems. So, ELO is about empowering people to look for ways to apply creativity and an innovative spirit in all of their endeavours.

## **3. Sustainable Social Venture**

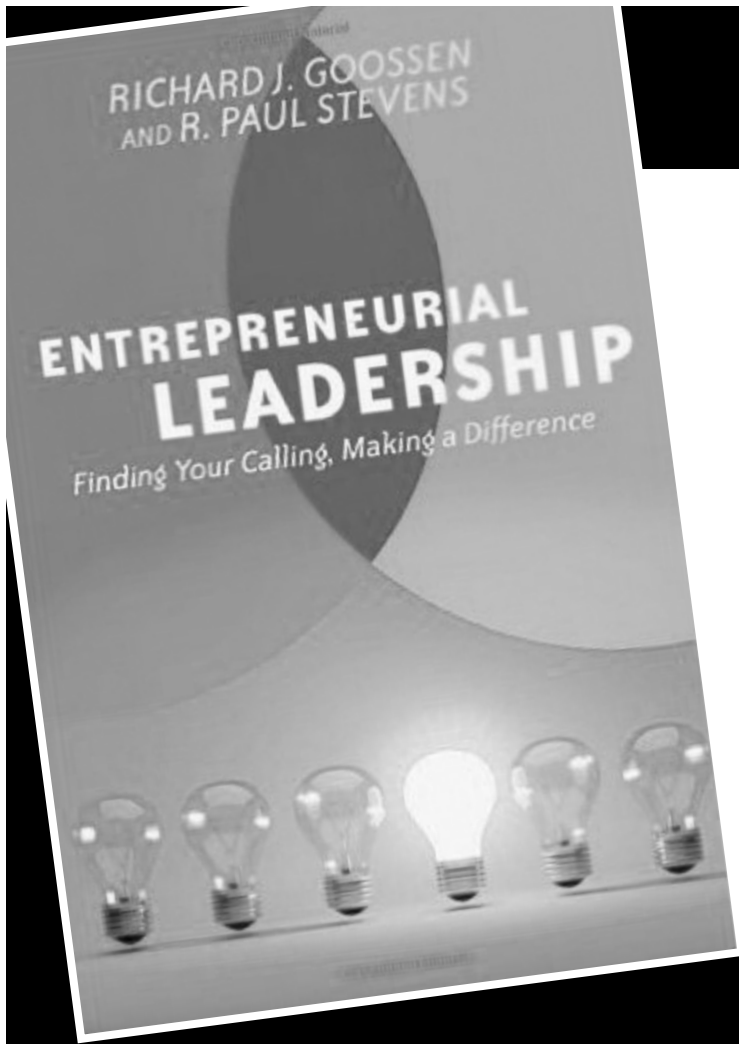
The focus of ELO is to provide a service of value to its constituency at a fair market value which will allow ELO to continue to exist and pursue its vision and mission. ELO is a non-profit organization, but it is not a registered charity offering tax-deductible receipts. In essence, ELO is a social venture: it serves a non-commercial purpose and generates revenue in order to sustain operations

## **4. Thought Leadership**

ELO strives to provide thought leadership in the area of a Christian approach to entrepreneurial leadership. All ELO event draw upon thought leaders from the prestigious academic institutions around the world. Past conferences have included speakers from McGill, Oxford, Cambridge, Yale, Baylor, Thunderbird Graduate School of Management and Regent College.

## **5. Research Core**

At the core of the work of ELO is an extensive base of research into the area of Christian entrepreneurial leadership. This is the world's pioneering and ongoing research study of over 300 Christian entrepreneurs from around the world. The output has included 5 edited books, one authored book, countless articles and blog posts and a basis for public presentations.



# **GOOSSEN & STEVENS, ENTREPRENEURIAL LEADERSHIP: FINDING YOUR CALLING, MAKING A DIFFERENCE (IVP, 2013)**

**BUY YOUR COPY TODAY!**

In this pioneering work, Richard Goossen and R. Paul Stevens have written what many are already declaring to be the essential resource for Christian entrepreneurial leadership, based on exhaustive research, practical experience and decades of teaching marketplace theology. *Entrepreneurial Leadership* addresses both the “how-come” and the “how-to,” not only grounding the entrepreneurial calling in its proper source in the triune God but also providing practical guides for how to be an effective leader. Be inspired to find your calling and to make a difference in the marketplace, church and beyond.

#### **Contents of Book:**

- 1.** The Essence of Entrepreneurship
- 2.** The Essence of Entrepreneurial Leadership
- 3.** Humanist & Christian Models of Entrepreneurship
- 4.** Soul & Spirituality
- 5.** Meaning & Work Ethic
- 6.** Risk & Reward
- 7.** Finding Your Calling
- 8.** Practicing Entrepreneurial Leadership
- 9.** Sustaining Entrepreneurial Leadership
- 10.** Making a Difference

*“Evangelicals for much of the twentieth century ignored the political, economic and social marketplace, focusing instead on*

*preparation for a more heavenly world. Goossen and Stevens break out of those fences, leading us to understand the Christ-given gift of the entrepreneur. This comprehensive treatment of Christ-centeredness in the marketplace provides a curriculum, offering wisdom, encouragement and counsel in this vital arena. It is not too much to say this book is an historic breakthrough on a subject too long ignored. I’ve begun my list of those to whom I will send a copy.”* – Brian C. Stiller, global ambassador, the World Evangelical Alliance, and president emeritus, Tyndale University College & Seminary

## **6. Legacy**

An important aspect of ELO is to facilitate the imparting of wisdom and insight from one generation of leaders to the next. The knowledge of entrepreneurs is often not captured. The role of ELO is to gather this information, derive key lessons and then disseminate that information to the next generation of leaders. We believe good theology will lead to good entrepreneurship.

## **7. Global Network**

The Entrepreneurial Leaders Conferences are expanding globally through a joint initiative with World Evangelical Alliance, which represents 600 million Christians worldwide. There is a hunger for learning how to apply faith in the marketplace and to connect with other like-minded people. WEA provides an excellent global network. This year's events take place in Vancouver, Toronto, Hong Kong and Shanghai.

## **8. Volunteer-Driven**

ELO is a volunteer-driven organization. The organization succeeds only because a wide array of people volunteer their time and energy to the cause. People keep jumping on board because they see the value of what's being done and they want to be part of it.

## **9. Focus**

ELO is very clear about what it does and what it does not do. There are various groups that minister or work with business people in the marketplace, and they meet weekly or monthly. That's great. In fact, ELO works with those groups. The focus of ELO is very precise. ELO organizes high-level, large scale, international conferences.

## **10. Online Resource**

One of ELO's goals is to be the leading online resource for Christian entrepreneurs around the world. ELO is on track with this goal. ELO's website through word of mouth alone is getting over 50,000 unique visitors annually and growing at a rapid clip. The website provides access to extensive publications and video resources.

## **11. Collaboration**

A core aspect of the effectiveness of the ELO and gathering together large numbers of people is to facilitate collaboration from throughout the Christian spectrum. This often means breaking down denominational, ethnic and cultural silos. This means breaking down the dead hand of tradition, the inertia of having always done things a certain way. Times have changed rapidly—Christian organizations often do not. ELO is about getting together and uniting on core issues and having a greater impact throughout society.

# ELO Events For 2016

**Entrepreneurial Leaders Forum**  
Edmonton – September 26th

**Entrepreneurial Leaders  
Conference & Awards Gala**  
Toronto – November 16th

**Entrepreneurial Leaders  
Conference & Awards Gala**  
Vancouver – November 30th



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