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Christian Marketplace Leaders

ELO Vancouver

Christian Marketplace Leaders Forum

2018 - 2019 | Vol. 7 | No. 1

The World's Network for Christian Marketplace & Entrepreneurial Leaders

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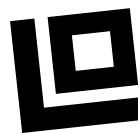
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Richard (Rick) J. Goossen



MC / Host

Richard (Rick) J. Goossen, PhD, works with Covenant Family Wealth Advisors (Vancouver & Toronto) (www.covenant.ca) as a Relationship Manager and Strategic Advisor. Covenant provides holistic counsel regarding family succession/transition strategies, will and estate planning, asset management, and philanthropic objectives. Rick advises high net worth individuals (“HNWIs”), family business owners and entrepreneurs, whose companies range from multimillion dollar enterprises to multibillion dollar public companies. Rick is known among his extended contact base as having a unique skill in sourcing and building high-trust relationships in Canada, Asia and throughout the world.

In order to serve clients, Rick draws on his legal, entrepreneurial, financial and research background, to focus on two roles at Covenant: (1) build value-oriented relationships through a vast network of high net worth entrepreneurs and family business owners; and (2) deliver expert strategic advisory services and connect clients with the expertise of other team members to deliver Covenant’s holistic services. Rick’s strategic advisory services focus on succession / transition planning, growth strategies, M & A, corporate governance and CEO/founder advising.

Rick was previously CEO of M & A Capital Corp and worked with carefully-selected companies to provide in-house legal counsel, strategic planning, business development & advisory board leadership. He has been a director, officer, advisor and shareholder of numerous companies.

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

Rick has edited five books and authored six books related to business and entrepreneurship. Two of the books he authored are available in six translations. One of his books, *Entrepreneurial Leadership: Finding Your Calling, Making A Difference* (IVP, 2013), focuses on a Christian approach to entrepreneurship and has been translated into Chinese (PRC), Chinese (Taiwan) and Korean.

Rick has had countless local and international speaking engagements in Europe, North America and Asia to leading universities and business groups.

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

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Casey Houweling



“How To Be An Innovator: Lessons from the Hot House”

Casey is responsible for the oversight of the Houweling’s Group of Companies. Casey brings the entrepreneurial spirit and extensive greenhouse experience learned over his 35 years working in his father’s, and now his family’s company. Casey led the company from floral nursery roots in British Columbia, Canada to greenhouse vegetable farming, ultimately expanding with the USA farming operations in California and Utah. Additionally, Casey provides consulting services to other Greenhouse Growers located around the world and has developed and patented industry advancing proprietary, sustainable growing technologies.

Casey Houweling is a visionary. From the time he was a small boy pruning and picking his father’s vegetables, Casey has known what he wanted to do with his life. He wanted to be a farmer, but not a traditional one. Now in his 50’s, he heads one of the most technically-advanced and environmentally-friendly greenhouse operations in the world.

“Growing the best tomatoes doesn’t come easy,” he likes to say. And he is quick to add that there are no shortcuts in craftsmanship.

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Wes Herman



“Brewing Up Success: Overcoming Illness, Prison Time & Financial Ruin”

Wes has a one-of-a-kind story: career success by age 21, financial ruin a few years later, a near-fatal debilitating illness over a five-year period, unjust charges of mail fraud, serving prison time, a near-miraculous judicial ruling and release and now a thriving entrepreneurial success story with Woods Coffee. Wes was born in Canada, but spent his first 7 years growing up in Columbia where his missionary parents relocated. After age 7 his parents moved to California where Wes spent the rest of his growing up years.

Wes has been an entrepreneur from age 21 when he bought his first business. Since then he has started or purchased 7 businesses. He is the founder and CEO of Woods Coffee, a business he started with his wife and four kids as a home-school project. Woods Coffee is a Pacific Northwest brand with 19 coffee shops from Bellevue, WA to Tsawwassen, BC.

Wes's education has been hands on by doing and not as much by studying. He believes there are many opportunities for people like himself who have not enjoyed traditional schooling and have looked to learn in other ways.

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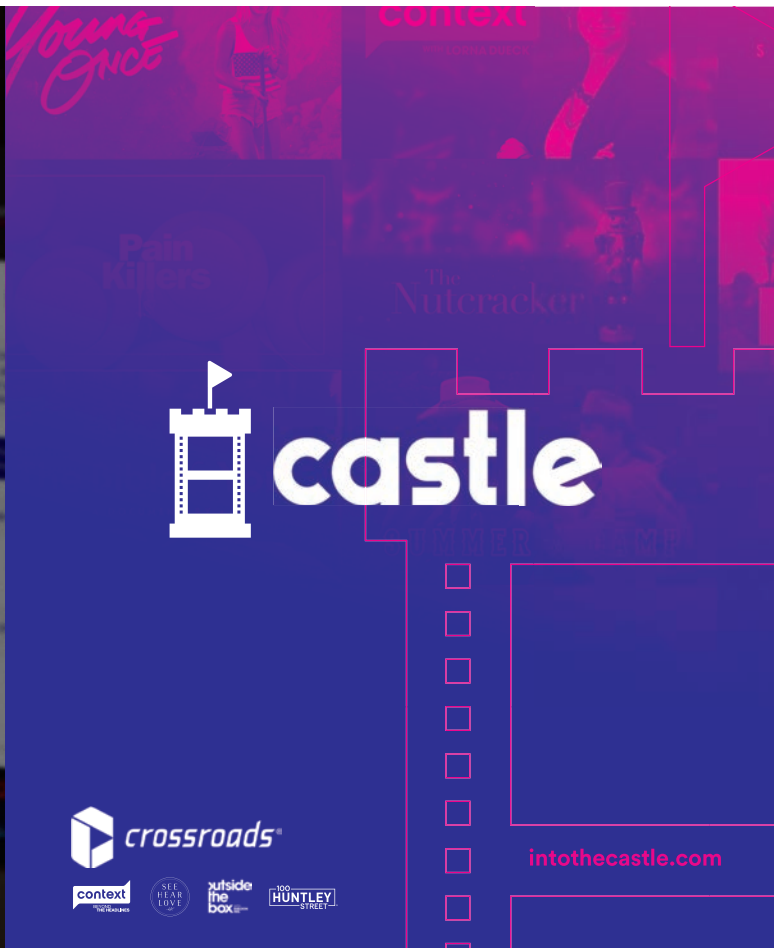
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WELCOME

The “Entrepreneurial Leaders Programme” (“ELP”) was launched in August 2018, was oversubscribed, and was an outstanding success! The ELP combined a clear curricular focus, great instructors, outstanding cohort and an exceptional ambience together creating a unique experience.

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

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

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

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

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

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

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

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



Dr. Richard J. Goossen

Director

Entrepreneurial Leaders Institute

Oxford

ENTREPRENEURIAL LEADERS PROGRAMME

Foundations & Modules

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

Program Foundations:

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



PARTICIPANT FEEDBACK

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

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

– **Glenn Hofland, President, John G. Hofland Ltd., Mississauga, Ontario**

“I would highly recommend this event on two levels. First, of course, the presenters, and secondly the participants. Because we were a like-minded group (although we had a variety of opinions) this made for good discussions in our small groups.”

– **Bernie Thiessen, President, Thiessen Real Estate Ventures, Chilliwack, B.C.**

“The Entrepreneurial Leaders Programme is a once-in-a-lifetime opportunity. The setting and history of Oxford make it unique. The network of quality leaders and speakers that the ELO is connected to and with is remarkable – to have the calibre of speakers lined up in one week is remarkable. And, finally, I do not know of a location or period of time where I’ve experienced such an intense level of peer learning and mentoring – each participant could write their own book.”

– **Hank de Jong, Executive Director, EduDeo, Hamilton, Ontario**

“I will make recommendations—and already have.”

– **Rob Wildeboer, Executive Chairman, Martinrea International Inc., Vaughan, Ontario**

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

– **Ralph Loewen, President and CEO, Itergy, Montreal, Quebec**

“The Oxford ELP was a fantastic experience! I greatly enjoyed the opportunity to meet and learn from Christian business leaders from around the world. We were able to share with and encourage each other, and to do so in the setting of Oxford University.”

– **Nathan Rooke, Owner/Advisory Board Member, Rooke Family Companies, Abbotsford, B.C.**

“Overall a great programme. I will be recommending it to my contacts going forward.”

– **Larry Dyck, Co-Founder, President & CEO, Decor Cabinets, Morden, Manitoba**

“The ELO week at Oxford was a highlight of my year. In one week, I was challenged to live out my calling, made great new friends and renewed old ones, enjoyed an amazing historic learning environment and had lots of fun.”

– **David Brereton, Executive Chairman of the Board, TECSYS, Montreal, Quebec**

“Imagine: a full week of classes taught by some of the finest thinkers and teachers on this planet in the most prestigious university in the world, Oxford University, all while learning and interacting with fellow Christian leaders from all over Canada. ELO Oxford 2019 is for you. Your business will flourish and your life will change – all in one week! Do it!”

– **Dr. Peter Legge, O.B.C., CSP, CPAE, HoF, President, Canadawide Media, Vancouver, Canada**

FOR FURTHER INFORMATION

Dr. Richard (Rick) J. Goossen, E: Rick@ELONetwork.org

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Giulio Lorefice Gabeli



“Making A Stand: The Lessons of Standing Up for Faith in an Unwelcome Environment”

Giulio Lorefice Gabeli is the Senior Pastor of Westwood Community Church, in Coquitlam BC, Canada, a multi-cultural congregation with a number of ethnic satellite works. Rev. Gabeli also serves as the President of the Association of Christian Ministries of Greater Vancouver, the Executive Director of Hope Vancouver and the Chair of the Voices Together City wide Unity event on Canada Day. Pastor Gabeli is the author of the book “Grafted In: A Jewish-Christian Perspective” (Word Alive, 2015) which examines the Jewish roots of the Christian faith. Reverend Giulio Lorefice Gabeli is the National Director of Canada Celebrates Israel Network of Christians and Jews and the Canadian Liaison of the Knesset Christian Allies Caucus, which is dedicated to promoting friendship and cooperation with political governments, as well as facilitating dialogue between Christian & Jewish organizations with the State of Israel.

Pastor Gabeli led the coalition of churches that hosted the Franklin Graham “Festival of Hope” in 2017. Franklin Graham’s visit generated controversy both within and outside Christian circles.

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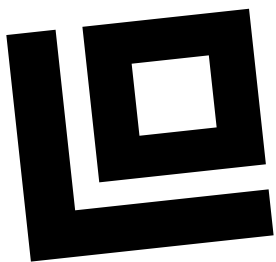
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Esther De Wolde



“A Faith & Entrepreneurial Journey: What I have Learned Through the Ups & Downs Along The Way”

As CEO and one of the founders of Phantom Screens, Esther De Wolde has nurtured and grown the corporation to become the leading brand in the retractable screen industry. It all began with a dream as she started working out of a garage—and the business grew one screen at a time. Her passion for business is matched by her care for people – believing that Phantom Screens can only be truly successful if it has served its people, its customers and its business partners with respect and with integrity. Esther’s success is complemented by her belief in values-based leadership and having a solid foundation based on her faith in God. “Without values, there is no secure future for a company or individual. My value system is based upon the fact that I have a higher accountability than to a board of directors!” Outside of her role as Chief Executive, Esther is a Certified General Accountant and a member of the Corporation Board of Directors of World Vision Canada. Being a country farm girl at heart, she loves nothing more than spending time working in her English garden. And when the gardening season winds down, she loves filling her time antiques. An interview on her faith and entrepreneurial journey is included in Goossen, Richard J., Ed., *Entrepreneurial Leaders: Reflections on Faith at Work (Vol IV) (2008)*



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Yu-kai Chou, Afternoon Keynote Speaker



“Faith in Silicon Valley: Changing The World Through Gamification”

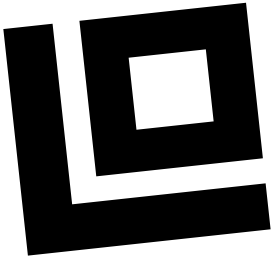
Yu-kai Chou is an Author and International Keynote Speaker on Gamification and Behavioral Design. He is the Original Creator of the Octalysis Framework, and the author of *Actionable Gamification: Beyond Points, Badges, and Leaderboards*. He is currently President of The Octalysis Group and the Founder of Octalysis Prime. Yu-kai has been a regular speaker/lecturer on gamification and motivation worldwide, including at organizations like Google, Tesla, Stanford University, LEGO, TEDx, Boston Consulting Group, Gamified India, Huawei, the Innovation Center in Denmark, Kingdom of Bahrain government, and many more. His work has affected over one billion users’ experiences across the world. Nir Eyal, Author of *Hooked: How to Build Habit-Forming Products*, noted that, “Yu-kai is at the cutting edge of the field of behavior design.” Michael Wu, Chief Scientist @ Lithium Technologies, noted that, “Yu-kai’s reputation precedes him in the field of gamification, so I know him professionally before I know him personally. Professionally he’s as efficient and effective as a black hat hacker. But personally, he’s as kind and passionate as a white hat artist. Yu-kai himself is the perfect embodiment of his Octalysis framework. You may have only seen some aspect of him; but believe me, he has all 8 sides of the octagon, plus the center—he’s sensational.”

Yu-kai was one of the earliest pioneers in gamification, starting his work in the industry in 2003. In 2015, Yu-kai was rated #1 among the “Gamification Gurus Power 100” by RISE, and was also awarded the “Gamification Guru of the Year” Award in 2014, 2015 and 2017 by the World Gamification Congress and the Gamification Europe Conference. He has helped a variety of companies, from seed stage startups to Fortune 500 companies such as LEGO, Google, Volkswagen/Porsche, Accenture, eBay, Huawei, Fidelity, AIG Japan, Verizon, Ericsson, Cisco and more. His work has been featured in *Forbes*, *The Wall Street Journal*, *Business Insider*, *The World Journal*, PBS, NBC, and many more.

Yu-kai is a Board Advisor for many organizations and companies throughout North America, Europe, and Asia, including HatchPad.co (crowdfunding site for young entrepreneurs), CapFields (IT Sourcing company based in Luxembourg), DreamsCloud (biggest company that gathers dreams), Ongo (gamified health platform), BALANCE Edutainment (creators of Pacha’s Pajamas), Loki Studios (creators of Geomon and sold to Yahoo), Clade (crowdfunding platform for the superclass), and many more.

Yu-kai is a follower of Christ and has thought deeply about how his faith is connected to his work. His hobbies include playing/teaching chess, writing/playing string quartet pieces, writing Chinese novels, rating high-quality movies, though he rarely has time for these hobbies. Yu-kai is the proud father of his twin daugh-

Notes



Tamara Jansen



“Glow For it: An Entrepreneurial Adventure!”

Tamara was born in Burnaby to Dutch immigrant parents and raised in a single parent home, with a mom that worked full time. Tamara married at 18 and became an entrepreneur extraordinaire. Tamara, together with her husband, Byron, founded Darvonda Nurseries (www.darvonda.com) in 1987.

The goal of Darvonda is to provide the best quality products to all of their retail buyers. Designing beautiful products and decor lines is their specialty. A division of Darvonda Nurseries, Milner Village Garden Centre, is their retail operation. They create 100% unique designs in all of their decor lines, including Spring, Fall, and Christmas. That is the Darvonda design difference. From June through December, they grow tomatoes and long English cucumbers.

Byron has always called Tamara his “secret weapon.” Tamara’s high energy and “no fear of failure” attitude propelled her to the top of the nursery industry. In 1991 Tamara took over sales and product development, and grew Darvonda’s customer base from 1 to well over 1,000 customers over a 20-year period.

2 in 3

young people leave the church when they attend university and are confronted with perceived science-faith conflict.



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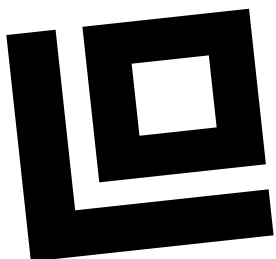
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Phil Vischer, Evening Keynote Speaker



Afternoon: “The Battlefield for Young Souls: Faith, Animation & the Digital Age”

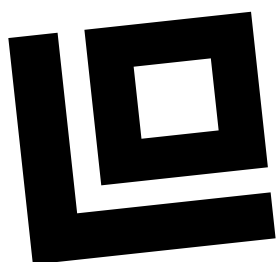
Evening: “Me, Myself & Bob: Lessons Learned from the Rise & Fall of a Big Idea.”

Phil Vischer has had a significant impact on American culture and beyond (www.philvischer.com). His groundbreaking children’s series, VeggieTales, has sold more than 65 million copies, been featured in major magazines and newspapers and even spoofed by Saturday Night Live and The Simpsons. Phil created Bob the Tomato and Larry the Cucumber as a 25 year-old Chicago-based computer animator, searching for ways to integrate his faith and his filmmaking. With the help of his wife, Lisa, his college buddy Mike Nawrocki, two art school grads and his church’s music director, Kurt Heinecke, Phil landed VeggieTales videos in a third of all American households with young children.

And then, at the peak of Phil’s success, everything turned upside down. Over-aggressive expansion coupled with a lawsuit from a former distributor forced Phil’s company, Big Idea Productions, into bankruptcy in 2003. Phil lost his company, his characters, his dream. What he didn’t lose, though, was his relationship with God. On the contrary, losing everything showed Phil that God was all he had ever needed in the first place. Rather than losing hope, Phil found himself with a ministry he never expected – a ministry to anyone who has lost a dream. Phil detailed the dramatic rise and fall of his dream and the lessons learned in his book, *Me, Myself & Bob*.

Since the bankruptcy of Big Idea Productions, Phil has produced “What’s in the Bible?” – a 13-part DVD series walking families all the way through from Genesis to Revelation, explaining the origins, meaning, and some of the “trickier bits” of the world’s most influential book. Phil is also a frequent radio guest on Family Life Radio, Focus on the Family, Moody Radio and others.

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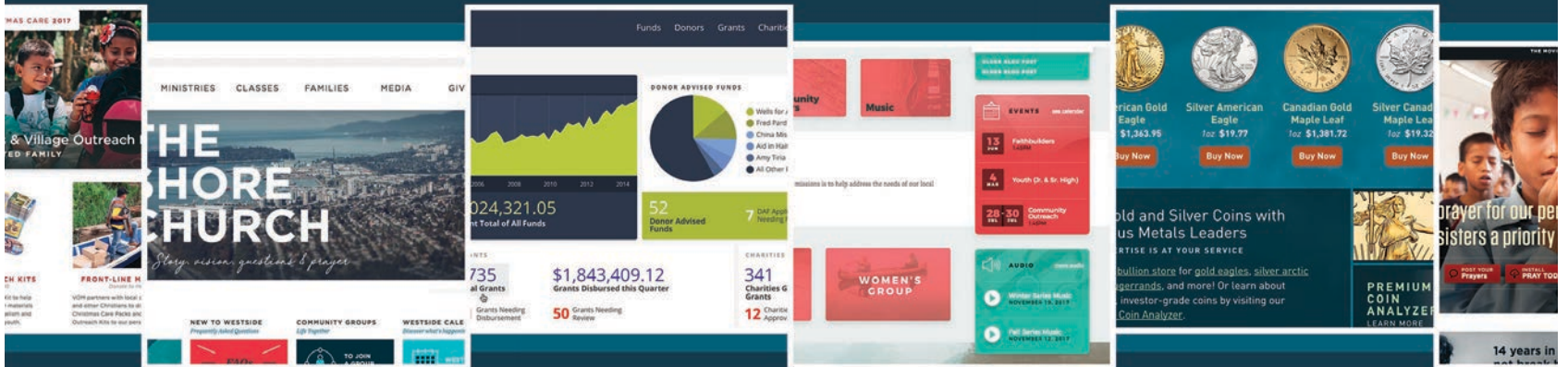


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