

ELO Network

Christian Marketplace Leaders

Name:



ELO Toronto

Christian Marketplace Leaders **Forum**

2019 - 2020 | Vol. 8 | No. 1

The World's Network for Christian Marketplace & Entrepreneurial Leaders

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AGENDA

AFTERNOON SESSION

12:45 p.m.	REGISTRATION Coffee / Tea Connecting – Part I
1:30 p.m.	Welcome / Opening Remarks
1:45 p.m.	Session I Participants: <ul style="list-style-type: none">• Michael Lloyd, Wycliffe Hall, University of Oxford• Eva Lau, Two Small Fish Ventures• Ben Burmaster, Snuggle Bugz
3:25 p.m.	BREAK - Coffee / Tea & Desserts Connecting – Part II
3:45 p.m.	Session 2 Participants: <ul style="list-style-type: none">• Shant Mardirosian, Beyond The Burger's Priest• Ray Pennings, Cardus• Richard Blackaby, Blackaby Ministries International, Afternoon Keynote
5:40 p.m.	Closing Remarks
5:45 p.m.	END of Afternoon Session

EVENING SESSION

5:45 p.m.	REGISTRATION Coffee / Tea Connecting – Part III
6:45 p.m.	Welcome / Opening Remarks
7:00 p.m.	DINNER
8:00 p.m.	Presentation of Entrepreneurial Leaders Award to Paul Henderson
8:15 p.m.	Coffee / Tea & Dessert Connecting – Part IV
8:45 p.m.	Jordan Raynor, "Called to Create," Evening Keynote
9:35 p.m.	Concluding Remarks
9:45 p.m.	END of Evening Session & ELO Forum

PLEASE NOTE THE FOLLOWING:

- We try to keep on schedule, so we appreciate your assistance in being seated promptly as the start of each session. Thanks for your cooperation.
- Your seating will be assigned for both the afternoon and evening sessions.

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Richard (Rick) J. Goossen

MC / Host

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

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

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

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

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

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

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



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Dr. Michael Lloyd

“The Essential Biblical Qualities of Leadership”

Revd Dr. Michael Lloyd, Principal, Wycliffe Hall, United Kingdom - Wycliffe Hall is a community that is committed to the historical Christian faith, while also being a constituent part of one of the world’s leading universities. This unique combination gives Wycliffe Hall a unique calling to be advocates of the Christian faith within contemporary University-level debates and to equip the Christian leaders of the future. He was formerly the chaplain at The Queen’s College, University of Oxford and the Director of Studies in Theology at Christ’s College, Cambridge University. Dr. Lloyd has taught theology and doctrine at the University of

Oxford, Cambridge University and St Paul’s Theological Centre, London. Wycliffe Hall is an evangelical college that is a Permanent Private Hall of the University of Oxford.

Michael is the author of a popular-level systematic theology, entitled Cafe Theology, and a regular contributor to a theological podcast called The GodPod. He wrote his doctoral thesis on the Problem of Evil and helped edit a book on the Problem of Evil in the light of evolutionary theory and modern genetics. He loves walking, theatre, puppetry and music – and has an inexplicable love of cricket. A friend once said of him that he has the unique ability simultaneously to raise and lower the tone of any conversation. Michael has a BA and MA from Cambridge, and a DPhil from Oxon.



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Notes



Eva Lau

“My Faith & Entrepreneurial Journey: Small Fish, Big Ocean” (Q & A)

Eva Lau, Managing Director & Co-Founder, Two Small Fish Ventures, Toronto, Canada - Eva is a well-respected entrepreneur-turned-investor. Before starting Two Small Fish Ventures (www.twosmallfishventures.com), she was Head of Community for Wattpad (www.wattpad.com). She helped nurture and scale the Wattpad community from its infancy to become one of the largest online communities with tens of millions of monthly users around the world. With a sharp focus on investing in companies with strong network effect as their defensibility, Eva has created the “ASSET” framework that many entrepreneurs and accelerators have adopted in their developing business strategies. Eva is regarded as an expert in this area. Eva currently serves as a mentor in Creative Destruction Lab at the Rotman School of Management, University of Toronto. She is also involved in many Canadian incubators and accelerators, such as University of Toronto’s Entrepreneurship Hatchery, Ryerson University’s DMZ, University of Waterloo’s Velocity and Techstars. Eva has a bachelor degree in Industrial Engineering from University of Toronto and an MBA from Schulich School of Business.

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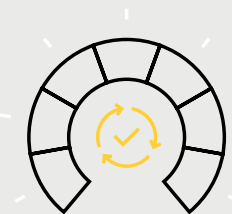
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WELCOME

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

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

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

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

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

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

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

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

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

Dr. Richard J. Goossen

Director

Entrepreneurial Leaders Institute

Oxford



ENTREPRENEURIAL LEADERS PROGRAMME

Foundations & Modules

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

Program Foundations:

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



PARTICIPANT FEEDBACK

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

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

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

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

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

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

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

“I will make recommendations—and already have.”

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

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

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

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

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

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

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

FOR FURTHER INFORMATION

For further information or an Application for Admission please contact
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Ben Burmaster

“Mentoring: The Why and How of Raising Future Leaders” (Q & A)

Ben Burmaster, Founder & CEO, Snuggle Bugz, Toronto, ON - A born entrepreneur, Ben founded five successful companies before pursuing his passion project with his wife, Tanya. Ben and Tanya started Snuggle Bugz in 2006, based on their shared vision of instilling confidence in Canadian parents navigating the early stages of parenthood.

With an extensive Enterprise Resource Planning (ERP) development background from previous software businesses he'd founded, Ben established Snuggle Bugz early on as a true omnichannel retailer, competing equally on- and off-line against big box stores, major online marketplaces, and boutique retailers alike.

Driven by his family's strong sense of community and desire to give back, Ben spearheads Snuggle Bugz's philanthropic initiative, **KindNest**. This sustainable “trade not aid” program provides under-employed Haitian artisans with training and work opportunities that help them raise themselves and their families out of poverty, while developing a line of baby goods that are sold in-stores with a portion of proceeds donated.

Early in his entrepreneurial days, Ben benefited from the investment of seasoned entrepreneurs in his development. The mentoring he received early on provided a sounding board for his wild ideas on innovation, coached him to grow his leadership capabilities, and ultimately helped him to clarify his strategic vision. This experience was so instrumental in Ben's growth, he has made it a priority to invest in the new wave of entrepreneurs in his community, offering the same guidance and support to help other leaders build confidence in themselves.

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Shant Mardirosian

“Beyond The Burger’s Priest: My Entrepreneurial & Life Journey” (Q & A)

Shant Mardirosian, Founder, The Burger’s Priest, Toronto, ON - Shant received a Bachelor of Religious Studies from Tyndale University College. Israel was called a “kingdom of priests” and that became an inspiration for the name of his restaurants. He built up The Burger’s Priest chain to 14 locations and then sold to Cara Foods. He is now working on his next big idea. His recipe for entrepreneurial success: authenticity, hard work, self-awareness.

“In the beginning, Shant Mardirosian the founder of the Burger’s Priest wanted to be a pastor. Burgers weren’t part of the plan. Mardirosian became a Christian when he was 19. He studied at Tyndale University College in Toronto, earnestly praying and struggling to discover his life’s purpose. Eventually, he dropped his dreams of ministry and came to terms with his entrepreneurial instinct. It took some time to scrape together enough money for his first location, a tiny hole on Toronto’s Queen Street opened in June 2010. Eager devotees would walk an extra mile then line up down the block to order juicy offerings off a repurposed hymn board. God had something to do with it as well, he says. To the uninitiated, “priest” might seem like a mockery of high church ceremony. But the restaurant name is actually Protestant in inspiration, based on the idea that anyone, anywhere can bring the sacred into the mundane. The Burger’s Priest slaps full bible narratives on the wall in ancient languages. Faith might be integral to the Founder’s identity and brand, but there maintains a separation of church and plate as The Burger’s Priest knows business was built on shaping beef, not believers.” - **Brent Wittmeier, Edmonton Journal published on March 11, 2015**

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Notes



Ray Pennings

“Private Business, Public Faith”

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

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

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



Promoting a Flourishing Society

Notes

Paul Henderson to Receive Entrepreneurial Leaders Award



Paul Henderson, Canadian hockey legend, Toronto, ON – Paul began his hockey career in Lucknow, Ontario. After winning the Memorial Cup in 1962 with the Hamilton Red Wings, he moved to the NHL. Paul played 18 years of professional hockey with the Detroit Red Wings, Toronto Maple Leafs and Atlanta Flames.

Paul is best known for his pivotal role in the 1972 Canada-USSR Series when Canada needed a victory in each of the last three games to win the series. Amazingly, Paul scored the winning goal in each of the three games. His winning goal in the last game is regarded as one of the greatest sports moments in the last century, and Team Canada '72 was voted the Team of the Century by the Hockey Hall of Fame.

Paul has been honoured by Canada's Sports Hall of Fame on two occasions: he was first inducted as an individual in 1995, and again ten years later along with his 1972 teammates. The Summit Series team has also been honoured with a star on Canada's Walk of Fame. Henderson has been inducted into the Ontario Sports Hall of Fame (1997), the International Ice Hockey Federation Hall of Fame (2013) and has been honoured by Hockey Canada with the Order of Hockey in Canada as part of its 2013 class. He was named a Member of the Order of Canada in December 2012 in

recognition of "his engagement in support of a range of social and charitable causes" along with his achievements on the ice. In 2014, he was named to the Order of Ontario.

Paul has not only succeeded on the ice but also in the lives of literally thousands of individuals. Paul currently serves with LeaderImpact where he has been developing people for leadership since 1984. His full-time ministry involvement has lasted twice as long as his professional hockey career. He refers to himself as an exhorter and an encourager. He wants to encourage people to go deep and finish strong. He has been an inspiration for many marketplace leaders.

ELO Entrepreneurial Leader Award

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

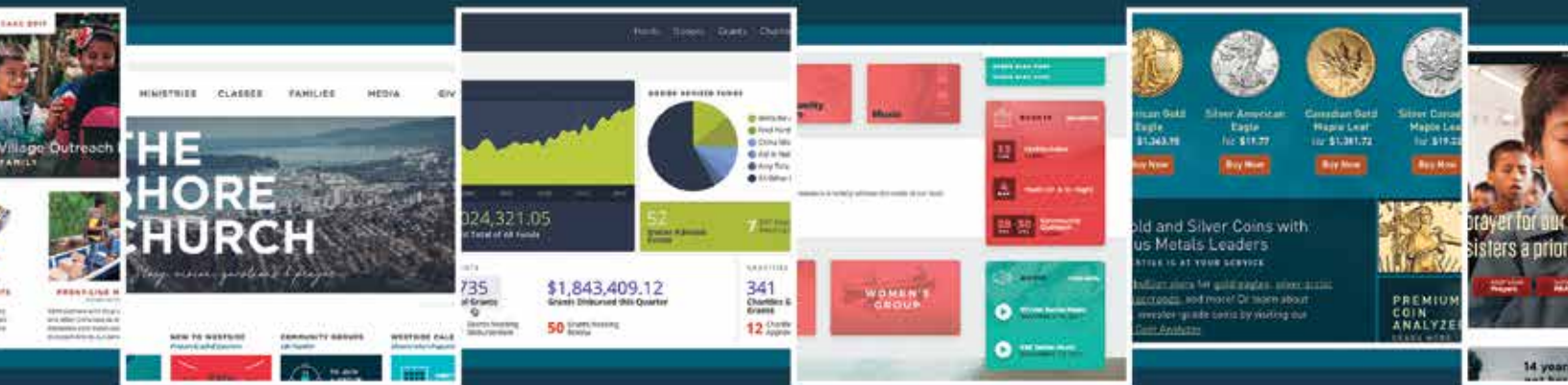
- Exemplifies the qualities of entrepreneurial leadership that are embedded in a Christian worldview
- Community stature with significant influence
- Long-term influence in their chosen field
- Outstanding reputation for integrity in terms of living out faith
- The person(s) must be a role model to inspire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

Paul Henderson fits the above criteria and is a worthy recipient of this year's Entrepreneurial Leaders Award.

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Richard travels internationally speaking and ministering to Christian CEOs, church, and family leaders on spiritual leadership in the home, church, and marketplace as well as spiritual awakening, experiencing God and the Christian life.

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

Richard has written or co-authored thirty-five books and he has also co-authored many books with his father, Henry, including: *Experiencing God: Revised Edition*; *Spiritual Leadership: Moving People on to God’s Agenda*; *Experiencing God: Day by Day*; *Hearing God’s Voice*; *God in the Marketplace: 45 Questions Fortune 500 Executives Ask about Faith, Life, and Business*, and many others.

Richard earned a B.A. in history from the University of Saskatchewan. He has an M.Div and Ph.D. in church history from Southwestern Baptist Theological Seminary and an honorary doctorate from Dallas Baptist University.

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Jordan is a serial entrepreneur and bestselling author who helps Christians do their most exceptional work for the glory of God and the good of others. His book, ***Called to Create***, became an instant bestseller when it was released in November 2017. His next book, ***Master of One***, will be released in January 2020. In addition to his writing, Jordan serves as the Executive Chairman of **Threshold 360**, a venture-backed tech startup

that has built the world’s largest library of 360° experiences of hotels, restaurants, and attractions. Jordan previously served as CEO of the company, following a string of successful ventures of his own. Jordan has twice been selected as a Google Fellow and served in The White House under President George W. Bush. A highly sought-after public speaker on the topic of faith and work, Jordan has spoken at Harvard University, SXSW, TEDx, and many other high-profile events around the world. A sixth-generation Floridian, Jordan lives in Tampa with his wife and their two young daughters.



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