

**ENTERPRISE TORONTO**  
**SMALL BUSINESS FORUM**  
**Dream Up: *Where do you want to take your business?***

**October 19, 2009**

**PROGRAM CONTENT**

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**Exclusive to Exhibitors – Room 104D**

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**8:00 a.m. - 9:00 a.m.**

**How to Help Small Business Owners**

*Presented by Barry Siskind, International Training Management Company*

Enterprise Toronto is pleased to be able to offer our Exhibitors an opportunity to hear Barry Siskind, North America's leading trade show educator just prior to the Small Business Forum opening.

Bring everyone who will be working in your booth to this must attend event where Barry will offer 12 tips in 45 minutes including:

- Clarifying objectives, proactively approaching visitors, developing instant rapport, qualifying visitors
- Gathering information, impact booth presentation, integrating features and benefits, the use of a lead card, disseminating collateral materials, using premiums, handling draws and disengaging.

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## Welcome – Room 105

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**9:00 a.m. – 9:15 a.m.**

*Presented by Mayor David Miller*

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## Keynote Presenter – Room 105

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9:15 a.m.

***W. Brett Wilson, CBC Dragon, Celebrated Entrepreneur and Philanthropist***

One of Canada's most successful businessmen and respected philanthropists, W. Brett Wilson is an innovative merchant banker with extensive holdings in the energy, agriculture, real estate, sports, and entertainment industries, and a founding partner of FirstEnergy Capital Corp, the energy industry's leading investment bank.

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## Bridges to Better Business Roundtables – Room 105

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**10:30 a.m.**

- 1 – Low Cost/No Cost Marketing – Andrew Patricio
- 2 – Starting Your Start-up – Adrian Isaacs
- 3 – Intellectual Property – Arnold Ceballos
- 4 – Exporting – Charles Donely

**11:30 a.m.**

- 1 – Free Publicity – Roger Pierce
- 2 – Starting Your Start-up - Gabriella Puschel
- 3 – Accounting – Gordon Galloway
- 4 – Importing – Ron McKinnon

**1:30 p.m.**

- 1 – Low Cost/No Cost Marketing – Andrew Patricio
- 2 – Starting Your Start-up – Adrian Isaacs
- 3 – As a Lawyer – Diana Saxe
- 4 – Exporting – Charles Donely

**2:30 p.m.**

- 1 – Free Publicity – Roger Pierce
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## Business in the Online World – Room 104A

*Sponsored by PayPal Canada*

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**10:30 pm**

**Pay and Get Paid with PayPal**

*Presented by Darrell MacMullin, PayPal Canada*

Over the past year, while the global economy has been immersed in a recession, Canadians have increasingly used the internet to search out deals and comparison shop.

The increase in online browsing and buying represents an excellent opportunity for SMBs. The Internet is the perfect equalizer, where international brands can compete side-by-side with local players. The growth of e-commerce allows SMBs to further capitalize on their online presence: increase the number of browsers, convert browsers to buyers and simplify the checkout and payments experience.

Join Darrell MacMullin, General Manager at PayPal Canada, as he talks about why establishing or growing an e-commerce presence in tough times makes good business sense. He will discuss how PayPal can help small businesses realize the full potential of the Internet.

**Bio:** Darrell MacMullin was appointed General Manager of PayPal Canada in 2008. In this role, Darrell is responsible for all of PayPal Canada's operations, including product management, marketing, business development and finance, as well as supporting PayPal's millions of customers in Canada.

Key to these operations is providing Canadian consumers with more opportunities to use PayPal when shopping online, as well as providing Canadian businesses with payment services to help their businesses grow.

A longtime veteran of the e-commerce world, Darrell was Director of Marketing for eBay Canada, which he joined in 2001. In this role, Darrell oversaw the launch of eBay.ca, its online marketing and customer acquisition operations, and helped eBay grow to become the #1 e-commerce destination for Canadians.

Before joining eBay, Darrell was the Director of Marketing for Chapters Online where he

developed and managed the marketing strategy and launch of chapters.ca, one of the most successful online retail launches to take place in Canada.

Darrell MacMullin has a Bachelor of Commerce and Communications from Ryerson University.

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**11:30 am**

### **Search Marketing 101**

*Presented by Vanessa Wynn-Williams, Yahoo! Search Marketing*

Canadians are hugely active Internet users and much of this use starts at a search engine. Learn important facts and stats about the Canadian online landscape and why you shouldn't stop at just setting up a website. Spending money on a website is useless if nobody can find it! This hands-on seminar will teach you how Search Marketing can drive qualified traffic to your company's website and best practices for running Search Ad campaigns.

**Bio:** Vanessa is an Associate Marketing Manager at Yahoo! Search Marketing. At Yahoo! Canada since April 2007, she manages Yahoo!'s Search Marketing's English and French online platforms. Vanessa holds both an Honours Bachelor's Degree in Arts and Science and a Master of Arts from McMaster University in Hamilton, Ontario.

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**1:30 pm**

### **Driving Online Traffic?**

*Presented by Debbie Frye, Flyerland.ca*

### **Making it easy to Mix Online & Offline Promotion**

Most customers learn about business websites offline therefore, offline marketing needs to work together. This practical seminar will teach you to reach more customers by developing marketing campaigns combining traditional and online channels. Debbie Frye will share the Flyerland.ca story and how hundreds of Canadian small business owners are adding new media to their marketing mix.

**Bio:** Debbie Frye is the General Manager of Flyerland.ca and of the new sister website in the U.S., Zip2Save.com. Debbie has been in her current Flyerland.ca position for three years and with parent company Metroland Media Group Ltd., since January 2005. Debbie brings over 20 years of experience in media sales and marketing to her position at Flyerland.ca. She is passionate about creating affordable and measurable local opportunities for retailers.

Before joining Metroland Media Group, Debbie honed her experience as the General Manager of the largest ValPak franchise in the U.S. She was also the General Manager of Orange County California's 24 News Channel and the Director of Sales for Cox Interactive Media.

Debbie's success shines through the various recognitions she has earned over the years. She received high honour when the ValPak franchise she was managing exceeded \$1 million in monthly local revenue, the highest in company history. Debbie was named Account Manager of the Year (2000) by Cox Interactive Media and Woman of the Year (1999) by Southern California Women in Communications. Debbie has spoken at many events focusing on sales, motivation, recruiting, training and managing.

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**2:30 pm**

### **Social Media and Small Business**

*Presented by Barry A. Martin, HYPENOTIC.com*

How are people with something useful to sell supposed to get the word out now that we're getting great at ignoring marketers' messages; by breaking down the barriers between our brands and their prospective audiences, by carefully repairing the damage marketers of the last 50 years have wrought with one way communication and by earning people's attention.

The presentation is an overview of social media covering:

- What it is
- Why it matters now
- How to approach it , and
- How to get started

It includes a few useful case studies along the way, but beyond being informative, is entertaining and relevant now.

**Bio:** Barry Martin is Principal at communications design firm Hypenotic. Since 1998, Barry has been helping values-driven brands and organizations define, articulate and manifest why their prospects should care about their offerings.

Barry holds a degree in Advertising Design from Syracuse and runs a design firm that sells creative services, but Barry hasn't owned a TV since 2001. He gets his news from sources that require less filtering.

Barry believes brands are increasingly being measured by what people say about them, not what they say about themselves. Brands become more relevant by moving the needle on issues that matter to their communities. People notice, trust and evangelize for brands that are on a mission and filter those who simply HAVE a mission. Marketing today means building relationships from within which you will sometimes sell. The best brands have earned word of mouth which is more influential than interruptive media. The speed and convenience with which people share information today is a boon to those who "get it", and blame to those who don't. All marketing is social or anti-social.

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## Sector – Specific Topics – Room 104B

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**10:30 a.m.**

### **Connecting Design to Small Business**

*Presented by Arlene Gould*

Toronto, with more than 25,000 designers in the workforce, is a significant centre for design talent. Learn how design can make your business more competitive.

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**11:30 a.m.**

### **What does Green mean?**

*Presented by Kay Valley, The Zero Point*

People often ask, “How do I do ‘go green’?” Often, this means, what do I buy and how inconvenient will this be?

Green is being shouted as just another consumer commodity, but those loud voices are not the ones to embrace. You want to find somewhere quiet and reflect on what’s important to you and your family. You have to ask yourself, ‘What does it mean to me to be in this place, in this time, right now?’

It’s true, green is a trend. But it’s only the latest name of a trend that’s been around for a long time – democracy.

**Bio:** Over the last 15 years, Kay Valley has been involved in researching environmentally responsible products; cleaning products, paints, insulation, furniture, building materials and clothing and through this process has learned that everything is inter-connected.

In our western culture we speak of the impact of poor indoor air quality on the health of our children and our families, but the impact of our choice to purchase that beautiful new whatever, can have an even greater detrimental impact on the health of other families in places not so far away. And their ill health can contribute to our well being or its lack.

As part of her commitment to the environment, Kay recently opened, The Zero Point and Eco Homestore on Queen Street in Toronto.

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**1:30 p.m.**

### **Business in the Arts**

*Presented by Evan Carmichael, Toronto Dance Salsa*

The success story behind Canada's largest salsa dance school – how to launch, market, and grow a new business in the arts community.

**Bio:** Evan is an entrepreneur and international speaker. At the age of 19, he became an owner and Chief Operating Officer in Redasoft, a biotechnology software company. The company quickly grew to over 300 organizations as clients, including NASA and Johnson & Johnson, in 30 countries.

He started Evan Carmichael Communications Group and created [www.EvanCarmichael.com](http://www.EvanCarmichael.com) with the goal to give entrepreneurs the motivation to follow their passion and the strategies they need to succeed. Evan has also delivered over 100 keynote presentations to entrepreneurs in North America, Europe and Asia.

He has been featured as an entrepreneurial expert for magazines, newspapers, radio, and television and is a recognized small business authority. Evan has a background in the venture capital industry working with Northern Crown Capital to help entrepreneurial companies raise between \$500,000-\$15 million to grow their businesses.

Evan has also followed his passions for dancing salsa and baseball history. He is an instructor for [Toronto Dance Salsa](#) (teaching Tuesday evenings) and created [The Entrepreneur Blog](#). Evan graduated from the University of Toronto with a Bachelors degree in Commerce and Finance.

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**2:30 p.m.**

### **Food and Beverage business**

*Presented by Piero Suppa, Dynamic Hospitality*

Piero Suppa joined **Dynamic Group** as the company's co-managing director in 1989. He is responsible for overseeing construction and design in addition to the day- to-day operations of the company's venues.

Trained as a chemical engineer at the University of Toronto, Piero obtained an MBA at York University. From 1978 to 1989 he worked as a Process Engineer for several companies.

In 1989, Piero entered into partnership with Sam D'Uva, fulfilling his desire to own and operate his own business. Piero is currently on the Board of Directors of Villa Colombo Home for the Aged and formerly on the Executive Committee of the United Banquet and Food Association.

Below is a list of the companies that Dynamic Hospitality own and operate:

- Atlantis
- Pavilion Royale
- Seven
- The Eglinton Grand
- Runway 224
- Entertainment Central

- Yuk Yuk's North & Mississauga
  - Wendel Clark's
  - Dueling Pianos
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## Show me the Money – Room 104 C

*Sponsored by Scotiabank*

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**10:30 a.m.**

### **National Angel Capital Organization**

#### **Attracting Investment: Life's a Pitch**

*Presented by Professor Daniel Mothersill, National Angel Capital Organization*

Daniel Mothersill is a serial entrepreneur and Angel investor, keynote speaker, and lecturer. Daniel has experience in industries ranging from telecommunications, green technologies, resources and IT. In the last decade, he founded and financed seven companies and spun off three of these as profitable enterprises. Daniel will share how he has helped to raise more than \$2 billion in seed and start-up funding.

Mothersill is founder and chair of the Ciris Group of Companies and president and founding member of the National Angel Capital Organization (the national voice of Canadian Angels). Daniel created and heads the Angel Network Program for Ontario's Ministry of Research and Innovation dedicated to developing core standards for Angel investments in the province and seeding the formation and expansion of formal Angel groups.

He is chair of the Angel stream for the Canadian Venture Forum, strategic advisor to the Banff Venture Forum, advisor to the New Brunswick Securities Commission on the commercialization of innovation, guest lecturer for the MBA program at Ivey, founder and facilitator to several Angel groups, and board member of the CEO Fusion Centre. On behalf of the TSX Venture Exchange, he has presented the benefits of the CPC program to Angels and entrepreneurs in major Canadian cities. Prior to forming Ciris in 1991, Daniel was head of investor relations for Nortel.

Mothersill also founded the go-to-market boot-camp paradigm for the Toronto Venture Group, which in the last seven years has proliferated across Canada to become a fixture at major Angel and venture forums. At more than 100 boot camps, Daniel has trained some 2,500 SME executives through his proprietary presentation preparation program. These entrepreneurs have gone on to capture more than \$2.4 billion in seed and angel capital.

Daniel studied at York University (political science), The Wharton School, University of Pennsylvania (finance and accounting), Humber College (journalism), and the Royal Conservatory of Music (Toronto).

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**11:30 a.m.**

**Find the Money for your Small Business**

*Presented by Irv Handler, Scotiabank, Small Business Banking*

Every entrepreneur needs money at some time in the development of his/her venture and finding it can be tough that's why a good relationship with your banker is important. Understanding what banks can and can't do and other sources of business financing in the marketplace is the key to success. Come learn about financing from a 30-year veteran of small business banking!

**Bio:** Irv Handler is the Regional Sr. Sales Manager of Scotia Professional Plan where he coordinates the Greater Toronto Region's marketing and business development for accredited professionals.

With over 30 years of banking experience, Irv has helped Canadian professionals and business owners, both large and small, develop financial solutions for all of their business and practice needs. He understands the unique needs of both the business and its owner and can offer simple, practical solutions to help keep you in control.

Irv is also part of the Board of Directors for a charity camp in Haliburton Ontario, an advisor for a local youth group, a Mentor in the Richmond Hill Summer Company Mentor Program, an advisor at the Toronto Board of Trade's Program Advisory Board and Toronto Mayor's Clean City Task Force and is a Volunteer Marshall annually at the Toronto Santa Claus Parade.

Irv is a Fellow with Institute of Canadian Bankers and has a Masters of Business Administration from the University of Toronto's Rotman School of Business. He was born and bred in Toronto where he continues to live with his wife and two daughters and new granddaughter.

Scotiabank is one of North America's premier financial institutions and Canada's most international bank. Founded in Halifax in 1832, Scotiabank has enjoyed continuing success by building on five core strengths – customer service, productivity, risk management, diversification and a dedicated team of employees – and by executing exceptionally well in its core business.

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**1:30 p.m.**

**Government Finance Programs**

*Presented by Brian Davidson, Canada-Ontario Business Service Centre*

Looking for accurate and relevant information on starting or growing your business that is free of charge? Are you looking for free market research? Come and discover how small business entrepreneurs can access business information, from all levels of government, in a single location.

**Bio:** Brian Davidson is currently a Regional Business Officer with the Canada-Ontario Business Service Centre (COBSC). Prior to working at the COBSC, he worked for Service Canada in the Community & Employment Programs Branch. At the provincial level, he has worked for the

Ministry of Economic Development and Trade and the Ministry of Government Services on youth entrepreneurship initiatives and other citizen-centred service projects.

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**2:30 p.m.**

### **Venture' Beyond Your Horizons**

*Presented by Prerna Chandak, Lemonade Ventures*

This seminar will cover the basics of seeking funding for small business including government grants, tax credits, loans, angel funding, and venture capital. The seminar will focus on how entrepreneurs can look past their bank to other funding options for growth of their business.

**Bio:** Prerna is the founder of Lemonade Ventures and is heavily involved in all aspects of the company's operations as the CEO & Co-Fund Manager. After seeing the struggles of many young entrepreneurs around her as well as her own experiences in the world of entrepreneurship, Prerna founded Lemonade Ventures as Lemonade Capital in 2007, determined to provide exceptional resources and support to young entrepreneurs in Canada.

Prerna has worked with small- to mid-size businesses from coast to coast, sharing with them her passion and determination for the world of business while providing fresh innovative strategies in growth and development of small business.

Prerna holds an Honours B.Comm. degree from the University of Windsor and is currently pursuing the CFA designation. In 2008, Prerna was honoured as one of *Chatelaine Magazine's 80 Amazing Women to Watch in Canada* and in 2007, was a recipient of the *National Top 20 Under 20 award* by Youth In Motion. Prerna has been featured in a number of national and local media outlets. As a featured speaker at several events and universities, Prerna has shared her passion and views on youth entrepreneurship in Canada.

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## **Selling – Room 104D**

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**10:30 a.m.**

### **Selling**

*Presented by Jacqueline Sava, Soak Wash Inc.*

### **Courting, seducing and building everlasting (and profitable) relationships**

At Soak we're passionate about business. From the products we make, to the tools we create, the presentations we design, our brand, our relationships and our endless enthusiasm. Learn strategies and key insights on how to take your business from a few accounts to profitable key accounts- selling into big business.

**Bio:** Jacqueline Sava, BFA, MBA, President & Founder, Soak Wash Inc.

Since creating her first business plan as a high school project, Jacqueline Sava has had a passion for entrepreneurship and business. Her studies took her to Rhode Island School of Design where she completed her BFA in Industrial Design. She then went to Paris, France expanding both her design education and cultural knowledge. Rounding out her education, Sava holds an MBA in Strategic Management and Marketing at Schulich School of Business, York University.

Sava has pursued many entrepreneurial ventures from product development consulting (for which she holds Canadian and US patents) to designing knit accessories. Her designs have earned her national awards as well as international accolade. Sava currently heads the company Soak Wash inc., designing, manufacturing and distributing Soak wash, the modern solution for fine fiber care. Sava's products are distributed through boutiques and department across North America, in the UK and Japan.

Sava's business philosophy is to create a company that supports and enhances the life of both her own employees as well as those in the businesses she works with. Her values of innovation, education, creativity, authenticity and integrity drive both her business and her personal endeavours.

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**11:30 a.m.**

### **How to Sell to Wal-Mart**

*Presented by Jim Thompson, Wal-Mart Canada Corp.*

Wal-Mart buyers are always on the lookout for local products and distributors. This is your opportunity to learn how Wal-Mart selects and buys the local products that fill its shelves. Learn about Wal-Mart's vendor selection process and how to present your product to the world's largest retailer.

**Bio:** Jim joined Wal-Mart Canada in 1994 bringing with him over 18 years of experience in the Canadian retail sector.

Jim attended school in Ontario and began his career in 1976 with the F.W. Woolworth Co. Ltd. on the Management Trainee Program. Jim was promoted to Store Manager in Kamloops, BC in 1986 and in 1990 transferred to Victoria, BC.

In 1991 he was promoted to the District Manager position for the Woolco Division in Eastern Ontario. From 1992-94 he held various posts including Manager of Management Development, Special Projects and Director of Personnel.

From 1994 through 1997 Jim was assigned to the position of District Manager in Metro Toronto and the Niagara District stores. In 1997 he was promoted, to the role of Regional Vice President, Central Canada responsible for the operations of 40 stores and 6 District Managers. He

transferred in 1999 to Western Canada as Regional Vice President responsible for 56 stores and 7 District Managers.

In 2001 Jim was promoted to the position of Vice-President and General Merchandise Manager for the Home & Seasonal Division. He held that position until 2005 and then promoted to Sr. Vice-President of Merchandising.

In February 2008 Jim assumed the role of Sr. Vice-President Operations responsible for all Wal-Mart discount store operations across Canada including the company's Canadian Loss Prevention and Risk Management divisions.

Jim lives in Burlington, Ontario with his wife Debby and they have two sons, Michael and Shawn. Currently Jim sits on the Board for the R.C.M.P. Foundation.

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**1:30 p.m.**

### **Manufacturing and Marketing Products in today's Economy**

*Presented by Drew Simmie, [www.drewsimmie.com](http://www.drewsimmie.com)*

Launching a new product/product line into today's tough, lean market place means that you have to cover off 6 key areas:

1. Value-perceived design
2. Savvy packaging
3. Strategic mix of traditional and on-line marketing strategies
4. Reliable manufacturing facilities
5. Sound financials, and
6. Personal commitment.

Drew will highlight the 6 key areas and focus on the key drivers you'll need to know.

**Bio:** Drew Simmie is a business/leadership coach, mentor, speaker and author. In addition to one-on-one coaching, he conducts seminars, writes an eclectic blog and has launched an exciting new workshop, *The Idea Mill*, focused on accelerating personal and professional development. He has an extensive background in textile manufacturing, retailing and corporate consulting. To learn more about Drew and his approach to coaching click on to [www.drewsimmie.com](http://www.drewsimmie.com)

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**2:30 p.m.**

### **Procurement**

Doing Business with the City, Provincial and Federal Governments

*Presented by:*

*David Di Felice, Chief, SME Stakeholder, Office of Small and Medium Enterprises (OSME)  
Public Works and Government Services Canada*

*Alexander Lofthouse, Senior Procurement Consultant, Ministry of Government Services*

*Nicolas Falcone, City of Toronto, Coordinator Purchasing Services, Purchasing & Materials  
Management, PPM Client Services*

*Kris Kapel, City of Toronto, Supervisor: Policy Training & Technology, Purchasing & Materials  
Management, PPM Client Services*

The seminar is ideally suited for the business owner and buyers. Learn how to do business with City, Provincial and Federal Governments. Procurement representatives will discuss;

- procurement process
- sourcing methods and bid solicitations
- evaluation and selection criteria
- recourse options
- professional services on-line
- question and answer period

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## Networking Session – Room 105

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**3:30 – 4:00 pm**

### **Networking Session**

*Presented by Helen Tsotsos, Success Dynamics*

Networking is an art and skill that entrepreneurs must learn to master. This interactive workshop is being conducted by certified professional coach, trainer and entrepreneur Helen Tsotsos who will offer practical tips and techniques to help you make better connections and gain exposure to a wider audience. Come with business cards and a willingness to create important business relationships.

**Bio:** Helen Tsotsos, Principal of Success Dynamics, is a certified professional coach, trainer, and business leader. Ms. Tsotsos has successfully operated several businesses, managing business growth and development, as well as its people. She draws on her practical wisdom, business insights and extensive experience to support and challenge business owners in achieving bigger and better success. Key developmental areas Helen has worked on with her clients include business leadership, crafting a powerful vision, building creative strategies and effective action plans.

Please visit [www.successdynamics.ca](http://www.successdynamics.ca) for further information.

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## Networking Lounge

**9:00 a.m. – 4:30 p.m.**

Come and network with other entrepreneurs and small business owners. Develop and expand your database of potential clients, suppliers, service providers and even competitors!

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