



Board Chair interviews Ellen

By Terry Hadley

Vancouver Board of Trade chair Wendy Lisogar-Cocchia interviewing Ellen DeGeneres stole the show as the grand finale to the **Power of Women** event Aug. 12.

The inspirational all-day forum at Rogers Arena, presented in cooperation with The Board's **Women's Leadership Circle®**, boasted an impressive line-up of speakers addressing a crowd of 4,000.

Lisogar-Cocchia's armchair Q&A with "Ellen" rounded off the day. She posed questions ranging from Ellen's love of animals to what motivates her to get up in the morning.

The talk-show host recounted her road to success, from when she ended up living in a flea-ridden basement after losing her 21-year-old girlfriend in a car-crash. At rock bottom, she wrote "Phone Call to God"

and became the first female comedienne to guest on the Tonight Show with Johnny Carson.

Ellen advised the audience to be true to themselves and do what makes them happy, because they will be pushed in that direction eventually anyway.

She said her motivation is to make people laugh and be happy every day, even if it is just one smile, "because it's a tough world out there right now." And of course, when encouraged by the enthusiastic crowd at the end, she left the stage dancing.

The event also featured **Jessica Holmes, Amilya Antonetti, Leigh Anne Tuohy, Loretta LaRoche, Marlee Matlin** and **Suzanne Somers**.

For more photos and a full recap of the day's events visit www.boardoftrade.com.

Members Spotlight: Paul Coleman

Paul Coleman is the owner of **Pacific Coast Catering Group**. The company manages **Bread Garden Catering**, which mainly provides corporate catering, and **Pacific Coast Event Catering**, the event arm of the business.

Coleman has been working in the hospitality industry for a long time, having worked with **Spectra Group of Great Restaurants Inc.** for 23 years until 2004, when he purchased the Bread Garden Catering business and began to lead it on his own.



Q: How long have you been a member of The Vancouver Board of Trade?

A: Since 2006.

Q: Why did you join The Board?

A: The reputation of The Vancouver Board of Trade is stellar and I feel that it is important to be connected to other businesses in this small Vancouver community. Also, the speakers, education and networking events are excellent.

Q: Do you have a good "connection" or networking story related to The Board?

A: Last year, we catered The Vancouver Board of Trade Summer Members' Reception Boat Cruise. On the cruise, we met **Dave and Gail Watson** from **eXtra Contact**. We have since hired them to assist us with our marketing strategy.

Q: What initiatives is your company taking to be more environmentally-friendly?

A: We compost fruits and vegetables and recycle glass, metal, plastic and bottles. We use biodegradable paper products and garbage bags. For large outdoor events, we use recycling boxes which are provided by

the **Developmental Disabilities Association**. The Association returns the bottles for money which is used to fund their programs. Extra food from events is delivered to missions on the Downtown Eastside, which is where our Vancouver kitchen is located.

Q: What has been the biggest or most memorable event your company has catered for?

A: We catered the opening of the Olympic Village for 3,000 employees. That experience was amazing for me, personally and for my staff. The other is the six-year relationship we have with the **B.C. International Baccalaureate Association**. It gives me great pride in our ability to manage conferences.

Q: Do you volunteer with any organizations?

A: I do quite a bit of volunteering mainly with youth groups. I have three great kids who have varied interests and I am very involved in their endeavours.

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