

KEYNOTE SPEAKER



Robert Deluce, CEO, Porter Airlines | *"The Porter Airlines Way - How to Make your Business Fly"*
Main Room: 10:00 am - 11:00 am

Robert J. Deluce is one of Canada's most knowledgeable and respected airline owners and operators. He brings to the industry over 50 years of Deluce family experience in successfully owning, financing, restructuring, operating and managing a number of regional airlines in Canada. His involvement in the aviation industry includes White River Air Services, norOntair, Austin Airways, Air Creebec, Air Ontario, Air Manitoba, Air Alliance and Canada 3000 Airlines. He has been President of Deluce Capital Corp. since 1987, and is currently President and CEO of both Porter Aviation Holdings Inc. and its wholly-owned subsidiary Porter Airlines Inc.



Keri Damen, Director, Entrepreneurship Programs, MaRS Discovery District

Sponsored By: University of Toronto School of Continuing Studies

Main Room: 11:15 am - 12:00 pm | "Myths and realities of The Modern Day Entrepreneur"

Entrepreneurship has moved from the sidelines into the mainstream in popular culture, with famous entrepreneurs being treated like heroes and entrepreneurship now increasingly seen as the Holy Grail to stem job loss and decrease youth unemployment in countries around the world. Keri will discuss some of the myths and realities of this explosion in interest in entrepreneurs and entrepreneurship, what MaRS has learned from working with thousands of entrepreneurs around the province and how we are adapting our programs and services to meet entrepreneurs at each stage of their growing business.



Erwin Mano, Senior Manager – Ontario Sales, Yellow Pages Group | **Sponsored By: Yellow Pages Group**

Main Room: 12:00 pm - 12:45 pm | "Marketing for Small Businesses: Maximize Your Digital Presence & Reach More Customers"

Consumers are increasingly using digital tools to find the products and services they need in their neighborhoods. In this context, local merchants and SMBs must be sure that they are visible in their clients' digital universe to maximize their chances of success. But how do you implement an effective digital strategy, tailored to a small business? What elements are key? What resources are available to SMB owners and merchants? How do you gauge results and your return on investment?



Lisa Kember, Regional Development Director, Constant Contact | **Sponsored By: Constant Contact**

Main Room: 12:45 pm - 1:30 pm | "You're Marketing! Now What!?"

This session will explore how to determine the right strategies to make your marketing efforts as effective as possible. Understand how marketing has changed in ways that benefit small businesses. See the importance of setting goals and objectives for your marketing efforts. Explore the 4 Pillars of Marketing Success, a framework for making all your marketing activities fit together to help your business grow.



Teresa Kruze, Broadcaster and Bestselling Author

Main Room: 1:30 pm - 2:15 pm | "Finding YOUR In-Credibility Factor"

Teresa Kruze is the creator of "The In-Credibility Factor", a multimedia venture designed to motivate and inspire entrepreneurs. Kruze is a veteran broadcaster and producer in Canada (TSN, CTV, City-TV, Metro News), currently hosts a weekly television talk show on CTS-TV and recently wrote a number one bestselling book. What you will learn: How successful entrepreneurs smash through the Barriers in Business; How they cope with financial challenges to emerge stronger than ever; The top five success principles of millionaires and billionaires and Insider Secrets to get your company noticed by the media.



Claire Gillies, Vice President, Marketing Campaign Execution, Bell Mobility & Virgin Mobile

Main Room: 2:15 pm - 3:00 pm | "Get a Competitive Edge with Mobile Technology" | **Sponsored By: Bell**

Mobile technology has the power to change your business. In fact, it is often cited as a key factor in giving small businesses a competitive advantage. Join us to learn about top mobility trends and key considerations that will enable you to implement a successful mobility strategy – from devices to applications and solutions. Plus, hear about how other businesses are leveraging technology such as Push-to-talk and wireless point-of-sale to create a differentiated experience and stay ahead of the competition



David Wojcik, Executive Producer of Biz TV Canada & President of EKNA Production House

Main Room: 3:15 pm - 4:00 pm | "3 Things I Learned about Creating a Web Video from my Cat"

Google & You Tube have made video an essential component of every website. With this tremendous opportunity at hand, why do companies miss the boat when it comes to content? What makes a great video? How often should content be updated and what content should be made available? David Wojcik, Executive Producer of Biz TV Canada and President of EKNA Production House answers these questions and more with his own unique and humorous style with "3 Things I Learned About Creating a Web Video From My Cat". David's cat, Sam, has taught him the most valuable components of any video and David brings them to the forefront in this fast paced 45 minute presentation.

Sponsored By: Halton-Peel CA Association
FEI Golden Horseshoe Chapter



Tom Zaks , Vice-President , RBC Wealth Management

Financial Topics Room: 8:00 am - 9:00 am | "Tax & Financial Planning Strategies for You & Your Business"

This presentation will focus on current corporate and personal tax and investment strategies for Business Owners. This will include topics such as income splitting, creditor protection, tax preferred investing, business succession planning and estate planning. We will cover such strategies as the use of family trusts, individual pension plans and holding companies. There will also be a discussion about valuing a business and what strategies to consider when either buying or selling a business.



Michael Sirota, Director, Sales, Rational Business Solutions

Financial Topics Room: 9:00 am - 9:45 am | "Technology Trends in a Connected World"

Technology advances are constant, and to keep up with the trends it is important to understand what who is driving change and who is leading its development. Today you will gain an understanding into the latest trends in technology as we look at the diverse connection we have to each other, our devices and the vast amount of accessible information.



Laura Kennedy , Account Director, Hallmark Insurance Brokers

Financial Topics Room: 11:15 am - 12:00 pm | "General Insurance - Protecting your Business"

Laura will be discussing basic insurance requirements for all businesses & additional insurance coverages dependent on the operations i.e. Directors' & Officers; Errors & Omissions. As well, she will be covering claims and how they can affect the bottom line and the future of a business and having an audit of current insurance by a 3rd party to ensure proper coverage is in place.



Rosanna Lamanna, CPA, CA, Partner, Grant Thornton LLP Chartered Accountants

Financial Topics Room: 12:00 pm - 12:45 pm | "Risk and Reward: The Balancing Act"

Without risk there is no reward; however finding the right balance is important to the growth of your business. There are many types of risks companies must manage, such as, strategic risk, operational risk, financial risk and regulatory risk, among others, which can all be challenging to manage. This interactive session will give you an opportunity to learn more about these different types of risks and how you can increase the level of sophistication in your company to mitigate risk while also focusing on growing your business. Sustainable, long-term growth is the goal of any company—but it's not easy.



Florian Meyer , Chief Restructuring Officer & President , Newhouse Partners Inc.

Financial Topics Room: 1:30 pm - 2:15 pm | "Bankruptcy to Success; Is this an Oxymoron???"

Together Newhouse Partners have helped a number of financially-distressed companies develop effective restructuring solutions that enabled them to get back on their financial feet and move forward again as viable business entities. Despite how bleak the situation might appear, they work with clients to develop multiple avenues toward financial recovery. Sometimes, that might include helping them work through a Creditor Proposal Process or even a total Bankruptcy. But, even those approaches can actually be surprising solutions that bring ultimate business success. If you feel there is no hope of finding your way out of a financial forest, we can show you the stepping stones that have led others before you back to safety and on toward success.



David Prowse, Principal, The Transfer Pricing Corporation

Financial Topics Room: 2:15 pm - 3:00 pm | "Transfer Pricing Issues, Implementation & Risk Management"

My presentation will cover the basics of transfer pricing, key transfer pricing issues, and discuss some risk management procedures including: What is transfer pricing?; Key legislation; Major TP Issues/cases and Risk Management. The objective of the presentation will be to learn key issues as they relate to transfer pricing and learn risk mitigation strategies with respect to CRA audits.



Aaron Schecter , CPA, CA, Partner – Cunningham LLP

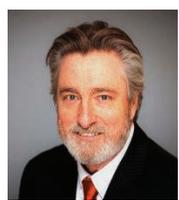
Financial Topics Room: 3:15 pm - 4:00 pm | "Minimizing Tax & Maximizing Capital for Entrepreneurs"

My presentation entitled, "Minimizing Taxes & Maximizing Capital for Entrepreneurs", takes a look at some key strategic tax planning opportunities that business owners should consider – including: income splitting with family members, multiplying the Lifetime Capital Gains Exemption and the Small Business Deduction limit, efficient distributions to owners prior to a sale of the business and interest refreshing techniques in order to maximize deductibility.

SPEAKER BIOS

HR TOPICS ROOM | HALL F

Sponsored By: [HRPA](#)
[TorontoJobs.ca](#)



Chris Larsen , Vice President, Marketing, Membership and Professional Development , HRPA

HR Room: 1:00pm - 1:30pm | "How to Grow & Protect your Business with EZ HR Small Business HR Information"

For many small businesses, the owner or office manager is the human resources department. They hire and fire, do the payroll, help settle disputes, and ensure compliance with employment regulations while juggling a million other tasks. HR is just another hat they wear in the day-to-day operations of the business. Often that will work until something bad happens and they realize that maybe HR isn't as easy—and is a lot more important—than they initially thought. Then, often too late, it's time for HR consultant and/or employment lawyers. Learn how HR expertise, resources and tools can run your business and get the most from your people, plus protect your business in the face of employment-related litigation.



Laura Williams, Founder & Principal, Williams HR Law

Jodi Ziglestein, Director, HR Consulting Services, Williams HR Consulting

HR Room: 1:30pm - 2:15pm | "The Top 5 HR Challenges that Threaten Entrepreneurs' Ability to Grow"

The dream of any entrepreneur is to succeed in their venture and grow their business. At the beginning, you work side by side with the rest of your team motivating, engaging and driving the team to success. However, as your business continues to grow, so do the complexities of your people-management issues. Discover the HR challenges faced by many entrepreneurs: Strategic workforce planning, ensuring the appropriate HR infrastructure is in place to support your business, understanding inherent HR law risks and liabilities, having the right talent at the right time for the right roles & engaging employees in shaping the culture and values of your business.



WHY you should be here (Learning Objective): What key elements need to be considered from a workforce planning perspective, ensure your business has the appropriate HR infrastructure in place, identify key HR law compliance areas, identify how to assess your talent internally and distinguish when you need to "buy" talent vs. "build" talent, discover strategies to maximize employee engagement and further shape your organization's culture and values.



Sundeep Gokhale , Partner, Sherrard Kuzz LLP

HR Room: 2:15pm - 4:00pm | "Best Practices for Hiring & Firing Part 1 & 2: Protect your Business & Avoid Legal Pitfalls"

The employment life cycle, from recruitment and hiring to performance management and termination process presents opportunities and challenges for every type of employer. Learn how to get efficient and productive in your hiring and firing: what interview questions to ask and what questions to avoid; how to avoid pitfalls with social media checks and background checks; ensuring your employment contract is enforceable is key to guarding against liability; determining the right discipline; how to manage an employee's performance; Just Cause vs. Without Cause terminations and how to protect yourself against future lawsuits when you terminate an employee.