



TalentPool
Calgary Employers' Resource and Information Hub

**Calgary
Chamber**



**Youth
Employment
Centre**
THE CITY OF CALGARY

ENTREPRENEURSHIP: THE D.I.Y. CAREER CHOICE

The Talent Pool and the Youth Employment Centre return after their first joint successful panel event and, this time, focus on *Entrepreneurship* as a chosen path to ***professional self-realization***.

Join us on November 21st, 2014 from 1pm to 4.30pm at:

The Talent Pool
Burns Building
237 8th Avenue SE – 6th Floor

The **Talent Pool** and the **Youth Employment Centre** present a Ted style Talk on best practices, pitfalls, Do's & Don'ts, outcomes when choosing the path of becoming an entrepreneur. An inspiring panel of experts representing Business, Arts and Not for Profit will share their stories and insights on the following:

1. What is an entrepreneur? How does one define oneself as an entrepreneur?
2. Are you born an entrepreneur? Or can you become one? Special traits?
3. What are the traits of an entrepreneur? Can you train to become entrepreneurial?
4. What role does technology can play when choosing an entrepreneurial career path? Why?
5. Entrepreneurship and the Arts? Is an artist an entrepreneur? How? Why?
6. Entrepreneurship and personal growth? Lifelong learning as a goal?
7. Why is entrepreneurship called an ecosystem?
8. Tools of the trade! The mentorship experience
9. Value proposition? The Pitch? Why are they important?

Join our panel of experts to hear about their personal experiences as successful entrepreneurs, what they wished they had known, what they still need to learn and much more.

HISHAM-AL-SHURAF



Hisham Al-Shurafa is co-founder and CEO of SnapDx. SnapDx builds apps that help doctors provide the best possible care in the 10 min. they have to see a patient. Hisham previously founded plastic and bariatric surgery software maker, Pixineers Inc, and held product and software development positions at Amazon.com and Microsoft. He is also co-founder and chairman of **Startup Calgary** and a Systems Design Engineering graduate from the University of Waterloo.

ILONA MAKAR



Ilona Makar has worked as a Legal Assistant, Sales Manager, Business Development Manager and Entrepreneur in various industries including apparel, image consulting, networking and promotional marketing. She is currently working with **BrandAlliance**, the largest promotional marketing company in Canada dealing solely in this area. Ilona also owns and runs **CBWN**, Calgary Business Women Network with her business partner, Debbie Van Camp. CBWN conducts meetings bringing together women entrepreneurs, business owners and professionals to build relationships to enhance their business success.

MARK WILLIAMS



Mark Williams, President at eSchedule Inc. & Entrepreneur-in-Residence at Innovate Calgary. As Entrepreneur-in-Residence, Mark Williams provides entrepreneurial business coaching and mentoring services to early-stage technology entrepreneurs, while assisting with the growth of Innovate Calgary's Entrepreneur Development programs and services. Mark has more than 20 years of product marketing, business development and startup management experience. Mark served as President of several Silicon Valley companies including growing and exiting both TakeFive Software, and Blue Lobster Software for a total of \$33 million.

MEGAN SZANIK



Megan Szanik – owner, visionary, creator, and proprietor of espy, and, of course, the loudest person on 9th Avenue. Megan has worked in all the fashion hot spots in the world and has chosen Inglewood, Calgary to open her boutique, **espy experience inc!** espy and its entrepreneurial leader, Megan Szanik, have recently received recognition from accomplished sources for its unique business concept and one-of-a-kind service. Megan was recently named Top 40 Under 40 by Avenue Magazine, Calgary, for creating a successful boutique and for her charitable endeavours. And to top it all...**This year espy was nominated by the Calgary Chamber for the Community Impact Award.**

MICHELLE MINKE



Soprano **Michelle Minke** offers inspired performances informed by years of top training, international professional experience and a heartfelt excitement for adding to Calgary's cultural identity as the founder and Artistic Director of Cowtown Opera. Michelle has been named as one of Calgary's Top 40 under 40 by Avenue Magazine and was the recipient of the 2013 Mayor's Enbridge Emerging Artist Award for her commitment to the vibrant arts community! She maintains a busy schedule performing Opera throughout the country, public speaking, performance coaching and teaching at Mount Royal University Conservatory.

ROB PRICE



Rob Price - Alberta Director for Futurpreneur Canada (formerly CYBF). Rob spent the last four years managing the Dealer Sales Channel at Sears, and prior to that, worked for TELUS. His own entrepreneurial experiences include owning and operating two bicycle stores located in Barrie and Newmarket, Ontario, and sharing his well-rounded expertise with emerging entrepreneurs by teaching at Georgian College. Futurpreneur Canada is a national non-profit organization dedicated to growing our nation's economy. We look at character, not collateral, when providing youth aged 18-39 with pre-launch coaching, business resources, start-up financing and mentoring to help them launch and sustain successful businesses.

ROB HORRICKS



Robert Horricks is C.E.O. and majority owner of Blush Lane Organics, which operates local organic food stores in Calgary and Edmonton, an organic orchard in BC. and is a founding member of The Calgary Farmers' Market (2004). Horricks stepped into the industry in 1998 with a \$15 000 loan from the Youth Business Foundation with which he started an organic food home delivery program. Since then, the delivery company was sold to SPUD.ca. Rob was recognized in 2001 as one of Calgary Top 40 under 40, and Blush Lane Organics has evolved into a company generating \$16 million a year in revenue, twice ranked in the Profit500 fastest growing businesses in Canada. He also gives back as a mentor to young entrepreneurs through Futurpreneur Canada.

AGENDA

1.00pm - 1.30pm	Welcome & Networking
1.30pm - 1.40pm	Nicole Jelley, Executive Director - Opening Remarks & Panel Introductions
1.40 pm - 2:00pm	Hisham Al-Shurafa, co-founder & CEO of SnapDx – <i>Entrepreneurship in 2014: an ecosystem that breeds success – Impact of Technology -</i>
2:00pm - 2:30pm	Ilona Makar, Brand Alliance & CBWN – <i>Women Entrepreneurs & Connections – Defining oneself as an entrepreneur</i>
	Rob Horricks, C.E.O. and majority owner of Blush Lane Organics - <i>Value Proposition & Pitch – critical ingredients</i>
	Megan Szanik – Creator & owner of espy – <i>Unique value proposition & business concept – Journey from idea to reality</i>
2:30pm - 2:45pm	Q&A session - Discussion
2:45pm - 3:05pm	Networking Break
3:05pm - 3:35pm	Rob Price, Futurepreneur – <i>Entrepreneurship & personal growth – Lifelong learning as a goal -</i>
	Michelle Minke, Soprano – <i>Entrepreneurship & the Arts – Being an artist & an entrepreneur -</i>
	Mark Williams, President @ e-Schedule Inc & Entrepreneur-in-Residence @ Innovate Calgary – <i>Tools of the trade: the mentorship experience – essential companion</i>
3.35pm - 3:50pm	Q&A session - Discussion
3:50pm - 4:05pm	Hisham Al-Shurafa, co-founder & CEO of SnapDx - Concluding Comments
4:05pm - 4:10pm	Nicole Jelley, Executive Director - Closing Remarks
4.10pm - 4.30pm	Networking

**Refreshments will be provided*

Please register for the event at <https://www.eventbrite.ca/e/entrepreneurship-the-diy-career-choice-tickets-14071170249>

Tickets are \$55.00 per person including all materials or with a 15% discount for HRIA members.

CONTACT US!



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