

# ELO Forum

## TORONTO 2017

2017 - 2018 | Vol. 6 | No. 1



 **Entrepreneurial Leaders**  
ORGANIZATION

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# On The Web:

Our ELO website [www.entrepreneurialleaders.com](http://www.entrepreneurialleaders.com) gets over 600,000 Total Hits Per Year!

We have a wide range of resources for Christian marketplace and entrepreneurial leaders:

13	10in2 Entrepreneurial Leader Video Profiles
19	Conference Videos
20	Podcasts
80	Entrepreneurial Leaders Interviews
128	Blog Posts
335	pages

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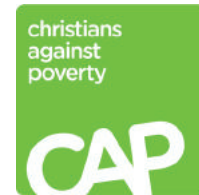
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# Senator Yonah Martin



## “Greetings”

The Honourable Yonah Martin is a Conservative Senator from British Columbia, appointed by The Right Honourable Stephen Harper in 2009. She is the first Canadian of Korean descent to serve in the Senate of Canada and the first Korean-Canadian parliamentarian in Canadian history. Senator Martin is currently the Deputy Leader of the Opposition in the Senate (since November 2015). She previously served as the Deputy Leader of the Government in the Senate (2013-2015); and as the Deputy Whip of the Government (2011-2013).

Her notable achievements since her appointment to the Senate include the enactment of her Senate Public Bill, Korean War Veterans Day Act (June 2013); the successful campaign to add Traditional Chinese Medicine Practitioners (TCM) & Acupuncturists to the schedule of health professionals for GST/HST exemption (April 2014); the adoption of a Motion to annually recognize June as Deaf-Blind Awareness Month (June 2015); and the role she played leading up to the conclusion and as Sponsor of the historic Canada Korea Free Trade Agreement (CKFTA) implementation bill) in January 2016.

Born in Seoul, South Korea, Yonah Martin immigrated to Canada in 1972, and has resided in Metro Vancouver ever since. She earned a Bachelor of Education in 1987 from University of British Columbia and had a 21-year teaching career (1987-2008) until her appointment to the Senate. She earned a Master of Education in Curriculum and Instruction in 1996. She later co-founded C3 Korean Canadian Society ([www.c3society.org](http://www.c3society.org)), a non-profit organization that aims to bridge communities. Currently, she serves as Honorary Patron of C3, in addition to serving on several regional, national and international Boards and Advisory Councils.

In recognition of her community service in the Tri-Cities region, Yonah Martin was awarded the 2004 Spirit of Community Award for Cultural Harmony. In 2009, she was awarded the Order of Civil Merit Moran Medal by the president of the Republic of Korea; and in 2012, the Queen Elizabeth II Diamond Jubilee Medal by Governor General David Johnston. In 2014, as part of UBC centennial campaign, she was recognized as one of UBC top Education 100 Alumni; and in February 2016, she was honoured with the King Clancy Award from the Canadian Foundation for Physically Disabled Persons (CFDP). In 2016, Yonah Martin was among 100 Canadians to be featured (for 1965, her birth year) in MacLean’s Magazine special Canada Day issue of “Canada Stories,” to mark the magazine’s 100th anniversary.



# Sheila Wray Gregoire



## **“Harnessing the Entrepreneurial Spirit: Five Ways I Grew My Business 10 fold in 4 Years”**

Sheila Wray Gregoire has sold over 100,000 books, she is speaking 70 – 80 times per year throughout the US and Canada, her blog has 890,000 readers and her website ([www.sheilawraygregoire.com](http://www.sheilawraygregoire.com)) has 2.5 million page views per month. Sheila is a popular blogger and speaker and award-winning author who loves encouraging women to grow in their relationships, both with God and with their husbands, kids, and friends. The author of eight books, including *9 Thoughts That Can Change Your Marriage*, Sheila mixes humor and real-life stories to help women deal with the messy problems many of us face. She is the 2012 winner of the top literary prize for Canadian Christian books for *The Good Girl’s Guide to Great Sex*, and her blog, “To Love, Honor and Vacuum”, is one of the top 25 Mom blogs on the web.

Growing up the only child of a single mother, she learned two things quickly: God is close to those who are lonely, and marriage is a sacred thing. The void that she felt in her early life has been transformed into a passion to help women find their worth first in Christ, and then to make their relationships mirror His. With her trademark humour and light touch, Sheila is able to drive home scriptural truths in a challenging yet inviting way.

Shortly after moving to Belleville, ON, when her girls were young, Sheila began writing for magazines. In 2003, her first book, *To Love, Honor and Vacuum* was published, followed rapidly by several more. She began to speak all over North America, keynoting at national denominational events, such as the Coffee Break conference and the Baptist Women’s convention, and leading workshops at large conferences like the MOPS convention and at BreakForth. She also speaks at women’s outreaches and retreats, sharing her story of finding God even in the darkest times. These don’t just include rejection as a child, but also walking through the horrible valley of losing her son Christopher. Through it all, Sheila learned that God is enough, a message she desperately wants other women to cling to and understand.

Sheila’s background includes two Master’s degrees from Queen’s University, with one in Sociology and the other in Public Administration. Her real education, though, has come as she has learned to be a wife to Keith, a busy pediatrician, and mother to Rebecca and Katie. Sheila and Keith homeschooled their two daughters, who are now university students in Ottawa. And Sheila is getting used to being a mother-in-law to her new “son”. Sheila is one of the few people in her immediate family who is not actually a physician, so she spends her life in doctor circles, on medical missions trips, and medical conferences. But she still faints at the sight of blood. And she knits. Even in line at the grocery store.



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# Justyn Terry



## “The Essential Biblical Qualities for Trustworthy Leaders”

The Rev Dr. Justyn Terry BA, MA (Oxon), BA (Dunelm), PhD (London) is the Academic Dean at Wycliffe Hall, a Permanent Private Hall of the University of Oxford. Wycliffe 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 combination gives Wycliffe 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 previously served as Dean/President of Trinity School for Ministry, Pittsburgh, USA, where he was also Professor of Systematic Theology. Before moving to the United States, Justyn was Curate of St John’s Hyde Park, and Vicar of St Helen’s, North Kensington, after a few years as a Physics teacher and then International Marketing Manager in the Electronics Industry.

Justyn’s most recent book is *The Five Phases of Leadership: An Overview for Christian Leaders* (Ambridge, PA: Whitchurch Publishing, 2016). He identifies five phases of leadership: establish trust, cultivate leaders, discern vision, implement plans and transition out. As part of the first phase, he talks about establishing trust. One important aspect of establishing trust is understanding the issues facing the organization so that they can then be addressed. This process of understanding is sometimes called “sense making.” He notes that leadership is an achievement of trust. Justyn highlights the important role of spiritual maturity and explains that the fruit of the spirit is revealed in ways that make a leader trustworthy. He notes that, the Christian leader needs to be filled with God’s Holy Spirit daily.

His academic interests are in the areas of the doctrine of atonement and of Anglican theology, especially as it applies to ministerial practice. Justyn is married to Cathy, and they have two daughters. For relaxation, he plays jazz trumpet and trombone.

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# Helena Cho



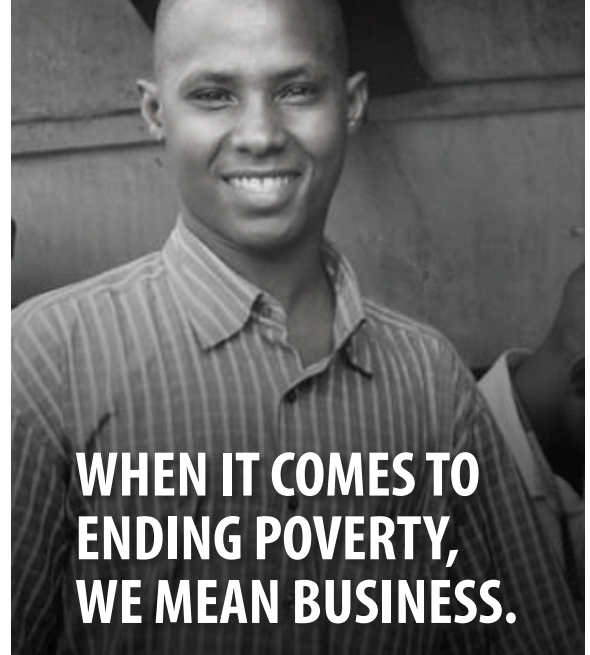
## “Good Works Make A Difference”

Helena Cho is the founder of “Good Work(s) Make a Difference,” based in Los Angeles, CA. Her bracelets are worn by many Hollywood celebrities. Helena has experienced the highs and lows of the entrepreneurial journey. Her passion shines through in all her endeavors.

She uses her talent and creativity to create chic, fashion-forward products to support charities that focus on changing the lives of children. Earning a loyal following, Helena has made it her life’s work to delivering inspirational, empowering merchandise that makes a positive impact on her surroundings.

In just a few short years, Helena has worked with charitable organizations and projects throughout the world. Her company, Good Work(s) Make a Difference provided 31,000 meals to the homeless, completed 5 wells in Africa, saved twelve children’s lives by supporting medical expenses, donated 10,000 backpacks and school supplies to underprivileged students and furnished the homes of 117 former homeless families as part of its “Home Sweeter Home” campaign, among many other projects.

Helena has been awarded with accolades from a number of organizations including the Angel Award, the New Orleans Diamond Award, the Outstanding Citizenship Award from the City of Los Angeles and the Global Humanitarian Awards. Good Work(s) has also developed positive media exposure across various mediums, including features on the pages of Elle, InTouch Weekly, Women’s Fitness and Cosmopolitan Magazine and worn by celebrities all over the world. Helena is passionate about making a difference in people’s lives and will continue to help men, women and children around the world for a very long time.



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**Oxford, Aug 12-18, 2018**

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*Offered by the Entrepreneurial Leaders Institute in collaboration with Wycliffe Hall*

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University of Oxford

# Overview

I am excited to introduce you to the “Entrepreneurial Leaders Programme” (“ELP”), a unique, one-week intensive and transformative experience for the world’s top Christian marketplace and entrepreneurial leaders.

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 owners of for-profit businesses with a minimum of 10 years’ track record of success. It will be a dynamic and interactive environment, with learning from world-class instructors and from a global and diverse cohort of peers.

The ELP will integrate 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 is offering 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.entrepreneurialleaders.com](http://www.entrepreneurialleaders.com)), which has an unmatched track record of excellence in executive education events.

In addition to world class instruction, the ambiance of Oxford will be 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 to be provided through the ELP. We invite you to join an outstanding group of global difference-makers.

**For further information or an Application for Admission please contact:**

**Dr. Richard J. Goossen**  
*Director*  
Entrepreneurial Leaders Institute  
Oxford

**E:** [rick@entrepreneurialleaders.com](mailto:rick@entrepreneurialleaders.com)

**ENTREPRENEURIAL LEADERS PROGRAMME**



# ENTREPRENEURIAL LEADERS PROGRAMME

## Foundations & Modules

The Entrepreneurial Leaders Programme (ELP) is a world class entrepreneurial leadership development program 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.

### Programme Modules:

1. The Essence of Entrepreneurial Thinking
2. The Foundations of Leadership
3. Exponential Impact of Entrepreneurial Leadership
4. Finding / Revisiting Your Calling / Personal Application
5. Worldview & Cultural Context
6. Key leadership challenges
7. Making A Difference in Work
8. Making A Difference in Church
9. Making A Difference in Denominations & Parachurch
10. Making A Difference in Society



# Benefits

Your time in the ELP will be inspiring, challenging and stimulating. You will be re-energised and re-committed to make a difference. The outcome will be a personal strategic plan for difference making – and having a reference point for comparison from your peers.

## *The Key Benefits:*

1. Transformational experience for difference-making
2. Surrounded by a peer cohort
3. The inspiring atmosphere of Oxford
4. Personal Strategic Plan
5. Ongoing Community



# Materials

The bulk of the materials will be accessed online. Other materials will be provided upon arrival.

# Director & Instructors

Dr. Richard J. Goossen is Director of the Entrepreneurial Leaders Institute and the Course Coordinator (see [www.entrepreneurialleaders.com](http://www.entrepreneurialleaders.com) for a profile). He will manage the involvement of various guest instructors from Oxford and beyond throughout the week.

The emphasis will be on guest instructors who are experienced business leaders who provide practical applications. There will also be some professors who can help with informing our worldview and theological perspective. ELO has an outstanding track record in attracting top speakers from throughout the world. ELO has a number of tentative commitments and the final list of faculty will be presented closer to the date.

# Certificate of Attendance

Each attendee will receive a “Certificate of Attendance” from the Entrepreneurial Leaders Institute and Wycliffe Hall.

**ENTREPRENEURIAL LEADERS PROGRAMME**

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# Peter G. Hall



## **“What a Christian Marketplace Leader Needs to Know to Understand The Economy”**

An understanding of how the economy works is useful to understand what the future may hold. Are interest rates going up or down? Is the economy growing or retracting? Does faith play any role in understanding the economic environment? Peter Hall will address these and other issues as he provides an overview to making sense of the economy.

Peter G. Hall is Vice-President and Chief Economist of Export Development Canada (EDC). He has been described as the top economist in Canada. Peter joined EDC in November 2004. With over 25 years of experience in economic analysis and forecasting, Peter is responsible for overseeing EDC’s economic and political risk analysis, special research and the corporate library.

In addition to advising senior management at EDC, Peter is a featured speaker at conferences, international roundtables and policy fora, and regularly appears on television, radio and print media commenting on the international economy. Prior to joining EDC, Peter directed the economic forecasting activities of the Conference Board of Canada. Peter serves on the boards of the Canadian Association for Business Economics and its local Ottawa chapter.

Peter is the immediate past president of the Canadian Association for Business Economics, a 600-member national association of professional economists, and actively participates in its local Ottawa chapter. Peter has degrees in economics from Carleton University and the University of Toronto.

Peter is married to Heather and lives just south of Ottawa in Greely, Ontario, and has three children. He worships weekly at the Metropolitan Bible church, where he and Heather have served in various capacities for over 20 years. Peter has served on the board of Community Christian School, and his children are actively involved in two Christian schools in Ottawa. Peter has also participated in Christian Embassy events in Ottawa.

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# Pat Williams, Keynote Speaker & Recipient of the Entrepreneurial Leaders Award

## “Called to Lead”

Pat Williams ([www.patwilliamsspeaking.com](http://www.patwilliamsspeaking.com)) is a basketball Hall-of-Famer, currently serving as co-founder and senior vice president of the NBA's Orlando Magic. As one of America's top motivational speakers, he has addressed thousands of executives in organizations ranging from Fortune 500 companies and national associations to universities and nonprofits. Clients include AllState, American Express, Cisco, Coca-Cola, Disney, Honeywell, IBM, ING, Lockheed Martin, Nike, PriceWaterhouseCoopers and Tyson Foods to name a few.

Pat is also the author of over 100 books, one of his most recent titled “Leadership Excellence: The Seven Sides of Leadership for the 21st Century.” This book forms the basis for Pat's presentation on “Called to Lead.” In the book Pat has distilled a lifetime of leadership experience and study into key principles. Pat incorporates intriguing stories from Solomon to Steve Jobs--and provides insight and encouragement! His keynote presentation will do the same.



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# Pat Williams (continued)

Since 1968, Pat has been in the NBA as general manager for teams in Chicago, Atlanta, Philadelphia—including the 1983 World Champion 76ers—and now the Orlando Magic, which he co-founded in 1987 and helped lead to the NBA finals in 1995 and 2009. In 1996, Pat was named as one of the 50 most influential people in NBA history by Beckett's, a national publication. In 2012, Pat received the John W. Bunn Lifetime Achievement Award from the Naismith Memorial Basketball Hall of Fame.

Pat has been an integral part of NBA history, including bringing the NBA to Orlando. He has traded Pete Maravich as well as traded for Julius Erving, Moses Malone, and Penny

Hardaway. He has won four NBA draft lotteries, including back-to-back winners in 1992 and 1993. He also drafted Charles Barkley, Shaquille O'Neal, Maurice Cheeks, Andrew Toney and Darryl Dawkins. He signed Billy Cunningham, Chuck Daly, and Matt Guokas to their first professional coaching contracts. Nineteen of his former players have become NBA head coaches, nine have become college head coaches while seven have become assistant NBA coaches.

Pat and his wife, Ruth, are the parents of 19 children, including 14 adopted from four nations, ranging in age from 30 to 44. For one year, 16 of his children were all teenagers at the same time. Currently, Pat has

15 grandchildren and counting. Pat and his family have been featured in Sports Illustrated, Readers Digest, Good Housekeeping, The Wall Street Journal, USA Today, and Focus on the Family as well as all of the major network and cable television news channels.

Pat teaches an adult Sunday school class at First Baptist Church of Orlando and hosts three weekly radio shows. In the last 15 years, he has completed 58 marathons—most recently, the 2011 Walt Disney World Marathon—and also climbed Mt. Rainier. He is a weightlifter, Civil War buff and serious baseball fan.

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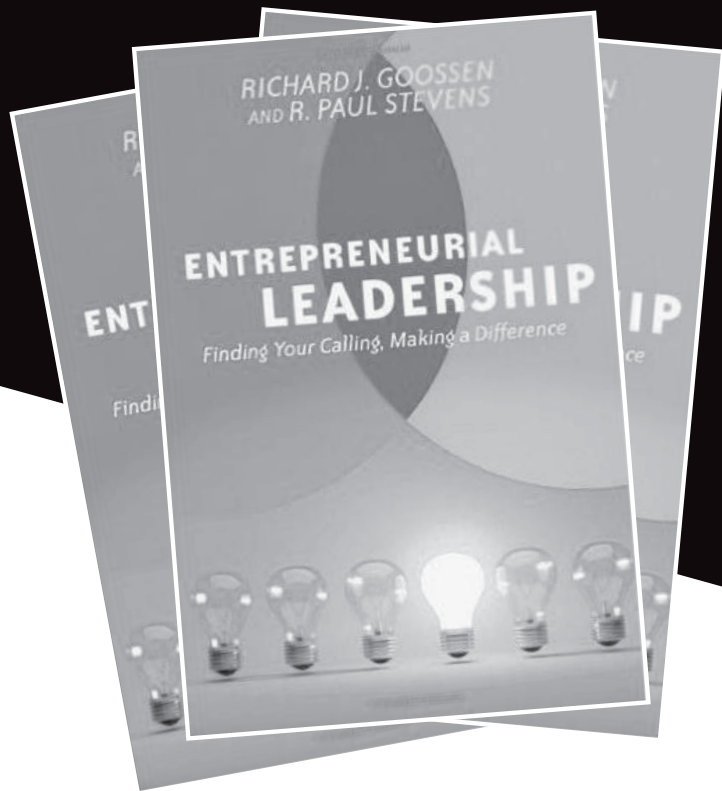
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for a building.  
We are **NOT ASKING**  
you to buy us cars.  
We are **NOT ASKING** for clothing,  
or for food or for anything.  
We are **ONLY ASKING** you to  
give us the **WORD OF GOD.**  
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— Pastor Leulseged

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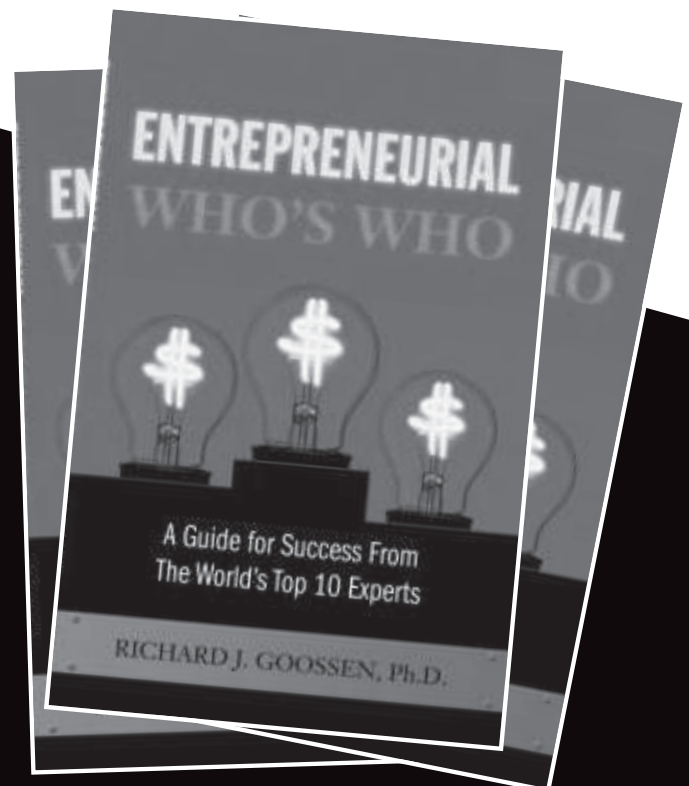
## Goossen & Stevens, **Entrepreneurial Leadership**

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# You Are ELO

By Richard (Rick) J. Goossen

ELO is a volunteer-driven, grassroots organization fuelled by collaboration.

I work full-time at Covenant Family Wealth Advisors as Strategic Counsel and Relationship Manager. I do ELO “on the side” since I think its vision and mission are very important to the Christian business community. I am grateful for all the volunteer support that ELO receives from myriad corners. I am tempted to provide names and examples, but there are far too many to mention—this short article would consume the entire magazine! So, let me thank in broad strokes the various people who are part of “the ELO Team.”

**Advisors** – ELO has distinguished Advisory Boards in Toronto, Vancouver and Winnipeg. In total we have about 50 Christian marketplace and entrepreneurial leaders who contribute their time, energy and great ideas to the cause. All of these people have too much to do and too little time—yet they get on board with ELO. We typically meet 2 or 3 times a year—the times of the day and the format vary per location.

**Speakers** – I am very grateful for our speakers. Every year, in each location, we are able to attract the world’s leading speakers to our events. We attract speakers who want to be part of our event; we are not interested in a “hired hand” who treats the ELO events as one more pit stop on the way to somewhere else. The vast majority of our speakers are active business leaders—there is nothing in it for them to prioritize our events—yet they do.

**Conference Volunteers** – Every year in each location we get dedicated, professional and courteous volunteers to help on the day of the conference. In Vancouver, Coastal Church has provided interns for a number of years—they have done a great job. In Winnipeg, we have had volunteers from Canadian Mennonite University and Providence University College. In Toronto, we have had volunteers from Tyndale University College and Redeemer University College. In addition, various family and friends have willingly pitched in.

**Service Providers** – Many companies have graciously provided services to ELO on a highly-discounted basis or they have engaged in some form of swap of their services for a presence at our ELO conferences. This has helped us tremendously with our website, logo and marketing materials, legal services, audio visual, accounting services and advertising.

**Table Hosts** – The conferences could not succeed without the steadfast support of table hosts. One of the dynamics of our conferences is that the bulk of people come because they are invited to be part of a table group. In other words, one person takes the lead to arrange or buy a table, then gets the word out to their associates to fill the table. The Table Hosts are, in effect, ambassadors for the event.

**Sponsors** – Sponsors are critical to cover the costs of an event. Each sponsor is critical to the viability of the event because no non-Christian organization will sponsor



# You are ELO (continued)

a “religious” event. While we attract an amazing group of business leaders, no mainstream groups (i.e. law, bank, HR firm, etc. – the “usual suspects” that get behind every other major event) will touch this event. So, because of the very limited pool of potential sponsors, we are grateful for each one. Most sponsors get on board because of a Christian founder or owner.

**Exhibitors** – Exhibitors are an important part of each event. Exhibitors pay to have a presence at the ELO events. They are supportive of the ELO vision and mission, want to identify with it, and introduce themselves to and connect with like-minded people. Our events are not the place for “hard core” selling or closing a deal—we all know that.

At the same time, the exhibitor area provides an opportunity for organizations to “fly the flag”, have a presence and introduce their services.

**Supporting Organizations** – Supporting Organizations are non-profit organizations who get on board with the event and get the word out through their networks. They range from associations (i.e. Canadian Christian Business Federation), churches (Coastal Church in Vancouver, Global Kingdom Ministries in Toronto, Southland Church in Steinbach) or service groups (Canadian Christian Business Directory).

**Attendees** – Without attendees, there would be no purpose for the

events—and that, quite frankly, would be the end of ELO. ELO sustains itself year by year—there is no pot of gold at the end of the rainbow that will artificially sustain something that no one is willing to support. If not enough people attend, then there is no basis to do another event the following year. Our events are targeted towards leaders who want a professional and excellent event, with the world’s top speakers live and in person, with like-minded influencers, and delivered by an organization that is widely recognized as the leading one in its field.


So, who is ELO? If you fit one of the above categories, then you are!


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