

Welcome to Build. Grow. Thrive.

Presented by Prospera Business Banking

Welcome to Build. Grow. Thrive! We are excited to have you here today at the Anvil Centre for a packed day of engaging discussions, inspiring speakers, and networking with a community of like-minded entrepreneurs.

Small Business BC is proud to deliver this free day of education with support from our partners, Prospera Credit Union.

Our agenda today focuses on the challenges that you, our small business community, face when starting or growing a business. We'll be covering topics as diverse as small business grants, networking, leveraging market research to help you grow, business strategy, and caring for your mental health as an entrepreneur.

ABOUT SMALL BUSINESS BC



Small Business BC is an independent non-profit resource centre that provides holistic support to small businesses throughout their entire journey. We exist so every BC business has someone in their corner - whether you need practical advice or a source of inspiration. Our goal is to elevate every BC business to achieve their end goals - whatever they may be.

ABOUT PROSPERA BUSINESS BANKING



Prospera Credit Union is a community-based, purpose-driven organization offering a variety of personal banking, wealth management and business banking solutions like loans, lines of credit and investment services.

Supported by knowledgeable advisors and professionals, members and business owners are always empowered and connected to the extensive community at Prospera, where local banking means more.

Follow the Conversation on Social Media.



Use #BGTNewWest in your posts and stories

Event Program

8:30 AM

REGISTRATION AND NETWORKING

9:30 AM

OPENING REMARKS

Presented by: Tom Conway, CEO at Small Business BC
Bryan McIntosh, Director, Local Business and Leasing at Prospera

9:45 AM

BUSINESS RELATIONSHIP BUILDING: YOUR KEY TO SUCCESS

In business, your network is often described as your net worth. No matter what industry you're in business is all about people, and the relationships you forge as an entrepreneur will go a long way to determining your future success.

In this session, you'll learn how to discover, cultivate and build key business relationships. We'll discuss the benefits of networking and how to approach your interactions with intention. You'll leave empowered to approach networking opportunities with confidence and purpose.

Presented by Prospera: Bryan McIntosh, Director,
Local Business and Leasing at Prospera

10:45 AM

MARKET RESEARCH TRENDS

Wondering how to take the guesswork out of your business decisions? Market research offers all the data you need to succeed - you just need to know where to look.

Presented by SBBC's Market Research Analyst, Mark Eversfield, this session will teach you how to use tools like Google and ChatGPT for market research. You'll discover how data can help you understand the opportunities and threats in your industry, alongside key tips for making sense of the data.

Presented by SBBC: Mark Eversfield, Market Research Analyst

11:30 AM

BREAK AND NETWORKING

12:00 PM

PANEL DISCUSSION - LOOKING AFTER YOUR MENTAL HEALTH AS AN ENTREPRENEUR

Entrepreneurs are known for their can-do attitude. They're the boss and they're willing to put the hours in to make their business work. Over time, this day-to-day grind can take a toll on mental health.

To succeed in business it's critical to avoid burning out. Taking care of your mental health should be top of mind. Join us for this important discussion and hear from a panel of experts on how to manage your mental health as an entrepreneur.

Moderated by Almira Bardai, Brand Strategist and Communication Expert
Panellists:

Laura Van De Veer, She Summits Forum

Danielle Leroux, She Summits Forum

Lindsay Dent, Pink Crown Creative

Elsbeth Robertson, Registered Clinical Counsellor and Professional Art Therapist

12:45 PM

LUNCH AND NETWORKING

2:00 PM

THINKING ABOUT STRATEGY

There's an old adage about business success - work on your business and not just in it. But how often do you think about strategy? In this session, Dylan Young, Business Strategy and Planning Advisor, Small Business BC invites you to make time for your business strategy and learn what it means to make winning choices.

You'll discover what strategy is and isn't, while discussing real examples from businesses big and small. We'll share practical tools and mindsets to help develop your small business strategy.

Whether you are just starting up or taking the next steps for your business, learn the importance of making time for strategy and how to activate it with your teams.

Presented by SBBC: Dylan Young, Business Strategy and Planning Advisor at SBBC

3:00 PM

LEVERAGE GRANTS TO GROW YOUR BUSINESS

Did you know that your small business may be eligible for one of several grant programs? A common misunderstanding is that you have to be high-tech or investing in research & development to qualify, but in fact there are grants for ALL different businesses across various industries. Interested in learning more? Hear from Stephanie Sang, CEO and Grant Angel of Granted Consulting, as she explains the various grants available to small businesses in British Columbia, and how you can leverage them to help your business grow. Along the way, Stephanie will share insights on how to prepare your business to apply for grant programs, and how to maximize your chances of a successful application.

Presented by Stephane Sang, Granted Consulting

4:00 PM

CLOSING REMARKS

Speakers

Thank you to all of our speakers for their time and expertise that make **Build. Grow. Thrive. possible.**



TOM CONWAY

Chief Executive Officer, SBBC

As an experienced business owner himself, Tom understands how having access to education, support and resources can make all the difference when starting and growing a company.

Tom brings with him more than 25 years of senior leadership experience including advocacy, fundraising and governance. He ventured into small business when he started a partnership with his husband and launched a food service company in Chicago, Illinois. Later they moved to California where Tom became the president and CEO of Easter Seals Central California. He then served as the Pacific U.S. Regional Director of YPO, part of a global network of over 25,000 CEOs where he managed two Boards, 60+ local chapters and a global management team. After moving to Vancouver in 2016, Conway served as the Executive Director for the British Columbia Schizophrenia Society before joining SBBC.



BRYAN MCINTOSH

Director, Local Business and Leasing at Prospera

Bryan McIntosh is a passionate leader focused on helping local businesses grow. With an extensive background in financial services, Bryan's experience shines through as he's worked to become a single point of contact for business owners, whatever their banking needs may be. As a strong sales professional and experienced manager, he leads his team with a clear vision and defined values, building lasting relationships with clients and members and supporting them as they reach their full potential and achieve their unique goals.



MARK EVERSFIELD

Market Research Analyst, SBBC

Mark is the Market Research Analyst at Small Business BC. He teaches both primary and secondary market research techniques, guest lectures on market research, and provides market research coaching for small businesses. He has also authored economic impact studies on the technology and agrifood industries for communities in BC and managed data sets for an economic development project called BizMap. After graduating from the University of Victoria with a degree in Economics and Psychology, Mark gained his experience in market research through companies such as MarCon Research, BC Stats, Western Diversification Canada, and Small Business BC.



LINDSAY DENT

Founder of Pink Crown Creative

Lindsay Dent is a seasoned professional with over 15 years of experience in sales, marketing, and social media. She has led teams in the IT Consulting, Multimedia, and Hospitality industries, honing her expertise in crafting impactful marketing strategies and building thriving online communities.

In 2017, Lindsay founded Pink Crown Creative, a Creative Marketing Agency & Community. Additionally, she shares her social media knowledge as a faculty member at Blanche Macdonald, teaching Canadian and International Fashion Marketing students.



ELSPETH ROBERTSON

Registered Clinical Counsellor and Professional Art Therapist

Elsbeth is a registered clinical counsellor and professional art therapist in private practice at Intrinsic Therapy in Vancouver, BC. She offers therapeutic support to youth and adults with anxiety, chronic stress and burnout. She helps folks let go of perfectionism, inspire self-expansion and uncover their inner creativity through art and play.



ALMIRA BARDAI

Brand Strategist and Communication Expert

Almira Bardai is one of Canada's leading PR experts, and a serial entrepreneur. She is also a Certified Life, Business and Visibility Coach - and is passionate about teaching entrepreneurs to slow down, to scale up.



LAURA VAN DER VEER

Co-Founder of She Summits

Laura has over 20 years of experience as a community builder, small business mentor, and business development specialist.

She's also a long-time volunteer mentor for The Forum's Mentor Program for women entrepreneurs. Her work has empowered women leaders across dozens of companies and industries, including consumer goods, travel, outdoors, and female-founded start-ups.

Laura is also a Certified Forest Therapy Guide and Mindset Coach and thrives on human connection and nature. When she is not working, you can find her outside hiking and trail running in Squamish with her dog Bo.



DANIELLE LEROUX

Co-Founder of She Summits

Danielle Leroux is a BC-based community builder, communications and membership specialist, and Certified Life and Leadership Coach with a Master of Arts in Communications.

Passionate about empowering and connecting women, Danielle also created Renew Retreats - the #1 hiking retreats for women in BC. Prior to entrepreneurship, she was the Director of Membership and Communications at BC's Alliance of Beverage Licensees, advocating on behalf of private liquor stores, bars, and pubs.

When she's not working, you can find Danielle running on the seawall, hiking the North Shore and Sea to Sky Trails, traveling to new trail running destinations, and looking for the best oat milk latte.



STEPHANIE SANG

CEO of Granted Consulted

Stephanie Sang is the CEO of Granted Consulting. She is passionate about working with entrepreneurs in all industries to develop grant strategies for growth. Stephanie has been invited to speak at events hosted by various business associations/organizations and venues to educate entrepreneurs about grants in Canada.

Stephanie is the podcast host for Serenity Now for Entrepreneurs and a board member of the BC Food & Beverage Association.



DYLAN YOUNG

Business Strategy and Planning Advisor at SBBC

Dylan is a Strategy Coach and Business Planning Advisor, helping entrepreneurs launch and grow successful ventures from the ground up. From technology to social enterprise, he aligns purpose with profit adding creative strategy and practical advice through all stages of the business journey. An intrapreneur for SBBC's special programs, he has led initiatives to strengthen BC's business community like the BC Business Covid Support Service and BC Marketplace.

Earning a Bachelor of Business Entrepreneurship and Innovation from Simon Fraser University, Dylan has a skilled background in product, business analysis and community management. He is an engaging workshop facilitator who instructed with SBBC, Langara College, Cooperate Now and Embers Ventures. If you have an idea or are looking to take your next steps, he's ready to help you succeed.

Sponsors

Many thanks to our sponsors for their important role in making this year's **Build. Grow. Thrive.** a reality.

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