

SBBC III ■

**Build.
Grow.
Thrive.**



Welcome to Build. Grow.
Thrive! We are excited to have you here today at the Laurel Packinghouse 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 partner, BCAA Small Business Insurance,

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 strategy and planning, leveraging marketing to help you grow, growth via export, and caring for your mental health as an entrepreneur.

Event overview

- 9:00 AM Registration and Networking
- 9:30 AM Opening Remarks
- 10:00 AM Keeping Your Business Resilient
- 11:00 AM The Power of Personal Branding for Entrepreneurs
- 12:00 PM Panel Discussion - Looking After Your Mental Health as an Entrepreneur
- 12:45 PM Lunch and Networking
- 2:00 PM How to Gain Exposure for Your Business
- 3:00 PM Growing Your Market
- 4:00 PM Closing Remarks

About

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 BCAA Small Business Insurance

BCAA Small Business Insurance provides customizable coverage options so you only pay for what you need. Feel confident that you're protected while your business continues to grow. Plus, they've made it easy to quote, purchase and make a claim online with support along the way if you need it.



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Event Program

9:00 AM

Registration and Networking

9:30 AM

Opening Remarks

Joshua Ludgate, COO at SBBC

10:00 AM

Keeping Your Business Resilient

Taking out small business insurance is just one way to keep your business resilient, and protect its growth and potential. Having confidence in the protection small business insurance offers allows business owners to focus all their efforts on business maintenance and growth.

Like everyone at BCAA, Director of Claims Shana Johnston knows that behind every claim is a real story, a real-life situation affecting real people.

Using her expertise, backed by BCAA's 118 years of moving British Columbians forward, she'll detail the most effective planning to be fully prepared if the worst should happen, as well as how to maintain resilience once disaster has passed.

**Shana Johnston, Director of Claims at BCAA
Small Business Insurance**

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11:00 AM

The Power of Personal Branding for Entrepreneurs

If you want your business to stand out from the crowd, you have to be memorable. Creating a unique and authentic brand will help you build the credibility, visibility and confidence you need to succeed.

In this informative session, join Yvonne Bayer-Cheung, Client Services Manager at SBBC and owner of Yvonne's Fitness, as she shares her insights on building a personal brand alongside a vibrant and supportive community.

Yvonne will discuss how you can establish credibility, attract and retain customers, opportunities for growth, and provide tools and best practices for managing your brand effectively.

Yvonne Bayer-Cheung,
Client Services Manager at SBBC

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 Jessica Samuels,
Business Owner (HUB Inc.)

Panelists:

- Candace Chisholm,
Founder and CEO at WE Changed It
- James Addington, Managing Partner of
Unconventional Hospitality Group
- Trudi Rondou, Senior Manager of Prevention
Programs and Services at WorkSafeBC

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12:45 PM

Lunch and Networking

2:00 PM

How to Gain Exposure for Your Business

You've done the work and started your business. Next, you need to make people aware of the awesome work you do. If you're interested in grabbing your moment in the spotlight, join Ada Slivinski, Vice President of Talk Shop Media, as she walks you through key strategies to leverage media and get your business noticed. Whether you are just starting out and want to do your own PR, or have an established business and are looking to reach a new audience, you'll leave with actionable takeaways you can implement right away.

Ada Slivinski, Vice President of Talk Shop Media

3:00 PM

Growing Your Market

If you want to grow your business, exporting provides a proven pathway for success. Take the mystery out of the process and join us as two Export Advisors walk you through the basics.

You'll learn about the free Export Navigator program, the benefits you'll enjoy from exporting, and some key supports you can lean on to get started.

Presented by Amber Piche and Raeanne Anderson, Regional Export Advisors at Export Navigator.

Amber Piche and Raeanne Anderson, Regional Export Advisors at Export Navigator

4:00 PM

Closing Remarks

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Speakers

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



Joshua Ludgate | Chief Operating Officer, SBBC

Josh Ludgate is the Chief Operations Officer at Small Business BC. He is an experienced non-profit leader, with nearly a decade spent serving entrepreneurs across our province.

In his time at SBBC, Josh has worked to forge closer ties between like-minded organizations across Canada, growing the impact, reach, and influence of SBBC and our mission to elevate every BC business.



Shana Johnston | Director of Claims, BCAA

Shana Johnston is the Director of Claims at BCAA, overseeing residential, small business, and travel insurance claims. Shana has been in the insurance industry for over 25 years, starting in sales and moving over to claims ten years ago. In previous roles she led cross-functional teams, operations, managed vendor relations, and led the implementation of BCAA's insurance catastrophe response plan. Shana is passionate about disaster preparedness and the opportunities insurance companies have to contribute to the economic and social resilience of our communities and province.

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Jessica Samuels | Business Owner, HUB Inc.

Jessica Samuels is a change agent. She energizes and equips professionals to confidently navigate challenges and affect positive change. Jessica draws upon her diverse experience engaging with individuals and groups on internal and external organizational issues to help them develop a productive path forward. Jessica spent more than 20 years in media and communications, 12 years in the non-profit sector, and most recently as a business owner, developing her skills for identifying the heart of an issue and pathways to resolution through authentic engagement.



Yvonne Bayer-Cheung Client Services Manager, SBBC

A passionate entrepreneur, business strategist and advisor, Yvonne has a diverse range of experience in management and leadership, marketing, operations and financial lending. She was most recently a Business Advisor at the Women's Enterprise Centre of Manitoba (WECM), contributing to their community for three years. She has launched over a dozen restaurants in Manitoba and Ontario including the branding, operations, and franchise development of Za Pizza Bistro. As a solopreneur, Yvonne has successfully pivoted her fitness business of 10 years, Yvonne's Fitness, where she markets and teaches virtual fitness classes to clients from around the world.

She has an International MBA specializing in Marketing and Finance from York University and worked in China as the General Manager for the Canada China Business Council, as well as the Director of Membership and Business Services in Toronto.

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Candace Chisholm Founder & CEO, WE Changed It

An experienced mental health professional and wellness advocate, Candace Chisholm is the Co-Founder and CEO at We Changed It. This innovative app addresses mental health and wellness in a proactive and more accessible manner. She is also a Health Coach, and the best-selling author of 'She Changed Me, One Ordeal Two Perspectives.'



James Addington | Managing Partner, Unconventional Hospitality Group

James Addington is an experienced hospitality leader with years of international experience. He has immersed himself in the Okanagan's business community, sharing his expertise to help fuel the growth and success of the area's many hospitality businesses. His latest venture, James Addington Custom Experiences (JAC experiences) is an experiential tourism business with the major value proposition being hedonism; aiming to provide happiness to the greatest amount of people during any given experience.

James advocates for mental health, championing the need for us all to enjoy a healthy work/life balance. In his spare time, you'll find him surfing, or exploring the outdoor beauty of BC.

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Ada Slivinski | Vice President, Talk Shop Media

Ada launched and ran boutique agency Jam PR for six years before it was acquired by Talk Shop Media in 2023. Her passion is helping businesses get noticed. Ada has a Bachelor of Journalism Degree from Carleton University and worked in both broadcast and print journalism before entering the PR world. She splits her time between Vancouver and Chilliwack, BC.



Trudi Rondou | Senior Manager, Prevention Programs and Services, WorkSafeBC

Trudi has been Chair of the BC First Responder Mental Health Committee since its inception in 2015 and is passionate about designing and delivering programs to promote positive mental health in first responders. Trudi was the EMCEE of the first BC First Responder Mental Health Conference in 2019. Since then, she has hosted and facilitated first responder focused webinar sessions with various mental health experts, as well as an online “Deeper Dive” series. She was also the lead facilitator of the BC First Responders “Building Resilient Workplaces” workshops.

Trudi is a Senior Manager in Prevention Programs and Services at WorkSafeBC. She has spent the last two decades working in injury prevention – both physical injuries and mental health injuries. She has been awarded an Advanced Certificate in Workplace Psychological Health and Safety from the University of Fredericton. She is the Prevention lead for Psychological Health and Safety programs at WorkSafeBC. She led the young worker programs for years, and during COVID engaged with many stakeholders regarding specific guidelines for their industry.

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Raeanne Anderson | Advisor, Export Navigator

With over 20 years of export experience, Raeanne is highly accomplished in the exporting world. She's worked alongside international agrifood industry powerhouses helping them expand their markets. Whether it was contract negotiations, logistical problem solving, or networking at tradeshow and conferences, she has seen and done it all. Being fluent in both Spanish and English allowed her to connect companies with global customers in North America, Europe, Australia, and New Zealand. She also helped these companies understand and comply with rigid quality control regulations when crossing borders. Raeanne's knowledge of exporting's complexities lends itself to assisting businesses in a clear, concise way.



Amber Piché | Advisor, Export Navigator

An entrepreneur at heart, Amber has had the privilege of working with a range of organizations, from non-profits to multinational corporations. Born and raised in the Thompson-Okanagan, Amber started out in the food & beverage industry, specifically wine, tea, and hospitality. Following this valuable experience, Amber worked in international business development in ICT & tech, created a successful start-up in the events industry, and grew a network of contacts across the globe. Whether your business is just starting out or fully established, Amber can help your company reach its export potential.

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