



Entrepreneurial Leaders
ORGANIZATION

A joint initiative



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Entrepreneurial Leaders Review 2014

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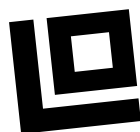
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Content

Advisory Board	2
Thank You to Our Sponsors & Supporters	3
Afternoon Keynote Speaker	5
Evening Co-Keynote Speakers	6
Vision & Mission	9
“10 in 2” Entrepreneurial Leader Video Profiles	11
ELO Since 2005	12
Eleven Things To Know About ELO	13
Exhibitor Directory	16





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Afternoon Keynote Speaker



Dato Dr. Kim Tan

Springhill Investments, London, UK

Topic:

“Using Biblically-Grounded Entrepreneurial Skills for High-Impact Investing”

Bio:

Dr. Dato Kim Tan is a successful biotech entrepreneur, global social impact pioneer and a Jubilee-inspired advocate of changing how Christian entrepreneurs can make a difference around the globe. Kim grew up in Malaysia, lives in the UK, and travels around the world, particularly to investment projects throughout Africa and Asia. Dato Kim is the Chairman of SpringHill Management Ltd (www.springhiluk.com), a fund management company specializing in life sciences and social venture capital investing. He is the Founder Chairman of Inqo Investments, an impact investment company in South Africa and a partner and advisor in a number of social venture capital funds including Springhill Equity Partners, Novastar Ventures, Truestone Impact Investments and Garden Impact Investments. He was the founder Chairman of the NCI Cancer Hospital in Malaysia and the former chairman of Surrey & Hants Innovation Growth Team, a UK government organization supporting high growth companies in the south of England. He is a board member of the APEC Life Science Forum and a Council Member of the University of Surrey.

Dato Kim is the inventor of sheep monoclonal antibodies. He has a PhD in biochemistry, and was elected a Fellow of the Royal Society of Medicine in 1997. He was elected an Honorary Member of The 48 Group Club (UK) in 2005 in recognition of his role in developing relationships with China. Dato Kim is the co-founder of Transformational Business Network (TBN) (www.tbnetwork.org) is a network of over 2,000 business and professional people that bring community transformation through sustainable business solutions to poverty. TBN is involved in 85 projects and has created over 20,000 jobs. TBN projects include the Kuzuko Game Reserve (South Africa) and the Hagar Social Enterprise Group (Cambodia). TBN members and partners include entrepreneurs, business and financial professionals, technical specialists, social investors and people from many other fields that want to use their skills and resources to benefit the poor and marginalized. He is an advisory board member of a number of organizations including PovertyCure, Sustainia and the Africa Health Fund. He is a trustee of the Centre for Enterprise, Markets and Ethics, Oxford (www.theceme.org). He co-authored the book *Fighting Poverty through Enterprise: The Case for Social Venture Capital* with Lord Brian Griffiths, the Vice-Chairman of Goldman Sachs. He is a former director of Saracens Rugby Club. He also wrote a book titled, *Jubilee Gospel* which starts with the Old Testament institution of Jubilee and traces related themes through the rest of the Bible.

Evening Co-Keynote Speaker

Mart Green

Chairman of the Board, Hobby Lobby, Inc, Oklahoma City, OK, USA



There are few better examples in the world of a Christian entrepreneurial family having a world-impacting influence through their business and in their respective communities than the Green Family of Oklahoma City, OK, USA.

With \$600 in 1970 the Green Family started Hobby Lobby Stores, Inc. (www.hobbylobby.com) in their living room. David Green turned Hobby Lobby into one of the biggest Christian companies in the U.S. with 555 locations across the country (all of which are closed on Sundays) and generating approximately \$3.5 billion in revenue. *Forbes* ranks the Green family among US billionaires and has reported on the family's staggering generosity. The Green Family has donated more than \$500 million, primarily to various evangelical Christian causes and educational institutions. The Green Family has committed to giving away 50% of the profits generated from its business. The Green Family has put nearly 1.4 billion copies of gospel literature in homes in more than 100 countries, mostly in Africa and Asia.

David's son, Mart, is Chairman of the Board. Mart grew up in the family business. In addition to his lifelong involvement in Hobby Lobby Stores, Mart has had additional entrepreneurial experiences. At 19, Mart established Mardel, a chain of Christian and educational supply stores. Headquartered in Oklahoma City, Mardel has 35 stores in seven states. In January 2005, Christian Retailing named Mart Green one of the Top Fifty People who have most impacted and shaped Christian retailing in the last half century. In 2008, he was also awarded the Jim Carlson Christian Bookstore of the Year Award by the Christian Book Association (CBA) for setting standards of excellence in the industry.

Mart will deliver the evening keynote at the Entrepreneurial Leaders Conference, Toronto, on Thursday, October 23rd titled, "The Family Enterprise: How to Live, Work & Give Together." He will talk about the development of Hobby Lobby and how the business has allowed his family to have a great impact. His presentation will surely be an inspiration to other Christian entrepreneurs and family business owners.

Evening Co-Keynote Speaker



Tyler Green, Hobby Lobby

Follower of Jesus. Husband. Father.

Tyler attended Indiana Wesleyan University (IWU), where he received a degree in Business and International Community Development. It was at IWU where Tyler discovered his heart for living life in a community, and with great delight met Kristin, his wife.

Since returning to Oklahoma City in 2009, Tyler has worked alongside his family at Hobby Lobby. His current role as the Ministries Coordinator empowers him to connect with a number of Kingdom partnerships that the family/company resources. He also works to pass on the value of generosity within the culture of the company and family.

Tyler and Kristin are members of a missional community, currently living in a physically and spiritually broken neighborhood in downtown Oklahoma City. It is in the context of this neighborhood where his family lives and learns what it means to be the Body of Christ and desires to become more loving neighbors.

About Hobby Lobby (from www.hobbylobby.com):

Hobby Lobby Stores, Inc., located in Oklahoma City, OK, started as an extension of Greco Products, a miniature picture frames company founded in a garage by David Green in 1970. Hobby Lobby officially began operation on August 3, 1972 with a mere 300 square feet of retail space, and has been growing ever since. Today, Hobby Lobby is considered a leader in the arts and crafts industry. We have 565 stores across the nation that average 55,000 square feet and offer more than 67,000 crafting and home decor products. Hobby Lobby is listed as a major private corporation in Forbes and Fortunes list of America's largest private companies, and our company carries no long-term debt. At Hobby Lobby, we value our customers and employees and are committed to:

- Honoring the Lord in all we do by operating the company in a manner consistent with biblical principles.
- Offering our customers exceptional selection and value in the crafts and home decor market.
- Serving our employees and their families by establishing a work environment and company policies that build character, strengthen individuals and nurture families.
- Providing a return on the owner's investment, sharing the Lord's blessings with our employees, and investing in our community.

We believe that it is by God's grace and provision that Hobby Lobby has endured. He has been faithful in the past, and we trust Him for our future. All Hobby Lobby stores are closed on Sunday. Our other affiliated companies headquartered in Oklahoma City include Mardel and Hemispheres.

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ELO Vision

To connect, equip & celebrate Christian entrepreneurs and marketplace leaders for global difference-making

ELO Mission

The Mission of ELO:

- To be an online resource for Christian entrepreneurs and marketplace leaders
- To organize conferences for Christian entrepreneurs and marketplace leaders
- To provide presentations and engage in occasional courses for Christian entrepreneurs and marketplace leaders
- to provide resource materials (books, video) for Christian entrepreneurs and marketplace leaders
- to build a global network of Christian entrepreneurs and marketplace leaders who through collaborative effort and synergy and do much more than individually
- to celebrate through the presentation of awards the achievements and example of Christian entrepreneurs and marketplace leaders achieving social good

The “Why” of ELO by Dr. Richard (Rick) J. Goossen

Entrepreneurial leaders are the primary means by which Christianity will have ongoing influence and relevance in our world. If Christians are followers rather than leaders, imitators instead of innovators, risk-avoiders rather than risk-takers, fragmented rather than united, then we will have far less impact than is otherwise possible. This is a tragic failure to be stewards of our influence. ELO organizes premier events to bring together all entrepreneurial leaders from throughout the Christian spectrum for synergistic difference-making. Collectively, we number in the thousands, employ 10's of 1,000s and generate 100's of millions of revenue. The vision of ELO is that through collaborative effort we can have an exponential impact. We invite you to be part of this collective undertaking whereby Christians magnify their difference-making capacity in our world.

For Christians in Business...

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**Of the increase
of His government and peace
there will be no end...**
Isaiah 9:7

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We are very supportive of this conference. We encourage you to operate your business realizing that God Owns your business and has a purpose for you. For us, the reason we publish these full color magazines, is "To Connect People In Canada With Christian Businesses, Churches, Schools, Services and Charities". Our company values and goals are on our web site and in each directory. Our Web Site is extremely active, and we are linked to more than 400 businesses. Our News & Happenings contact list, is read by over 5,000 people monthly. This year we worked with Franklin Graham, Mission Fest and sponsored the Jesus Film, as well as many other events.

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“10 in 2” Entrepreneurial Leader Video Profiles

ELO has partnered with Capital House Media (www.capitolmediahouse.com) to develop the world’s largest library of 100s of high-impact videos of Christian entrepreneurial leaders.

The videos follow a unique format: 10 questions are answered in 2 minutes! The outcome is fast-paced, captivating video profiles.

The ten questions asked are:

1. **Who Am I?**
2. **What do I do?**
3. **What’s my impact?**
4. **What do I want to be remembered for?**
5. **What’s my #1 lesson?**
6. **What’s my favourite quote?**
7. **What’s my passion?**
8. **What gives me meaning?**
9. **What does success mean to me?**
10. **Why am I Christian?**

Some of the entrepreneurs featured are the following:

- Ian Daniel, NCOL Internet (www.ncol.com)
- Braden Douglas, Relevation (www.relevation.com)
- Lando Klassen, House of James (www.houseofjames.com)
- Michael Gibney, Covenant (www.covenant.ca)
- Brad Malchuk, Fastik Label (www.fastik.ca)
- John Neate, JJ Bean (www.jjbeancoffee.com)
- Joo Kim Tiah, Holborn Group (www.holborn.ca)

The 10in2 video profiles have multiple uses:

- They are available via www.entrepreneurialleaders.com to over 50,000 unique visitors/year
- The videos can be, of course, posted on the website of the profiled entrepreneurs.
- The videos are used in public speaking presentations by Rick Goossen, Chairman, ELO
- The video library will be available for use by learners worldwide.

To view these videos go to www.entrepreneurialleaders.com

For more information, contact Rick Goossen, E: rick@entrepreneurialleaders.com

ELO Since 2005:

1	Study Guide published
5	continents from which attendees have come
6	books published (in 3 languages)
13	conferences in Vancouver, Toronto, Calgary & Hong Kong
40	of the world's leading speakers
50	advisors
100	sponsors & supporting organizations
300	Christian entrepreneurs interviewed
2,500	Newsletter subscribers
4,000	attendees
50,000	unique web visitors per year
200,000	people impacted annually through ELO and partner email distribution
0	similar events

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Eleven Things To Know About ELO

The vision, mission and tag line for ELO are listed in this magazine. What are some other important things to know about ELO? Here's our list!

1. The Entrepreneurial Spirit

ELO was started due to the conviction that Christians are called to the marketplace and that entrepreneurial and innovative people in particular can have an exponential impact if their passion and energy are harnessed for Kingdom-building purposes.

2. Entrepreneurship for All

Entrepreneurship is for everyone. Don't think in terms of the person, but the process. Not everyone can found and grow a wildly successful company—but everyone can become more entrepreneurial, seeking creative solutions to pressing problems. So, ELO is about empowering people to look for ways to apply creativity and an innovative spirit in all of their endeavours.

3. Sustainable Social Venture

The focus of ELO is to provide a service of value to its constituency at a fair market value which will allow ELO to continue to exist and pursue its vision and mission. ELO is a non-profit organization, but it is not a registered charity offering tax-deductible receipts. In essence, ELO is a social venture: it serves a non-commercial purpose and generates revenue in order to sustain operations

4. Thought Leadership

ELO strives to provide thought leadership in the area of a Christian approach to entrepreneurial leadership. All ELO events draw upon thought leaders from the prestigious academic institutions around the world. Past conferences have included speakers from McGill, Oxford, Cambridge, Yale, Baylor, Thunderbird Graduate School of Management and Regent College.

5. Research Core

At the core of the work of ELO is an extensive base of research into the area of Christian entrepreneurial leadership. This is the world's pioneering and ongoing research study of over 300 Christian entrepreneurs from around the world. The output has included 5 edited books, one authored book, countless articles and blog posts and a basis for public presentations.



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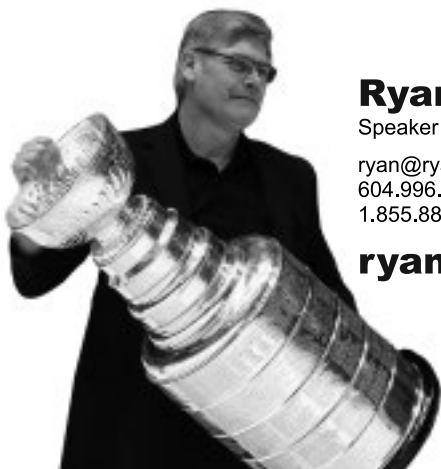


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6. Legacy

An important aspect of ELO is to facilitate the imparting of wisdom and insight from one generation of leaders to the next. The knowledge of entrepreneurs is often not captured. The role of ELO is to gather this information, derive key lessons and then disseminate that information to the next generation of leaders. We believe good theology will lead to good entrepreneurship.

7. Global Network

The Entrepreneurial Leaders Conferences are expanding globally through a joint initiative with World Evangelical Alliance, which represents 600 million Christians worldwide. There is a hunger for learning how to apply faith in the marketplace and to connect with other like-minded people. WEA provides an excellent global network. This year's events take place in Vancouver, Toronto, Hong Kong and Shanghai.

8. Volunteer-Driven

ELO is a volunteer-driven organization. The organization succeeds only because a wide array of people volunteer their time and energy to the cause. People keep jumping on board because they see the value of what's being done and they want to be part of it.

9. Focus

ELO is very clear about what it does and what it does not do. There are various groups that minister or work with business people in the marketplace, and they meet weekly or monthly. That's great. In fact, ELO works with those groups. The focus of ELO is very precise. ELO organizes high-level, large scale, international conferences.

10. Online Resource

One of ELO's goals is to be the leading online resource for Christian entrepreneurs around the world. ELO is on track with this goal. ELO's website through word of mouth alone is getting over 50,000 unique visitors annually and growing at a rapid clip. The website provides access to extensive publications and video resources.

11. Collaboration

A core aspect of the effectiveness of the ELO and gathering together large numbers of people is to facilitate collaboration from throughout the Christian spectrum. This often means breaking down denominational, ethnic and cultural silos. This means breaking down the dead hand of tradition, the inertia of having always done things a certain way. Times have changed rapidly—Christian organizations often do not. ELO is about getting together and uniting on core issues and having a greater impact throughout society.

Exhibitor Directory

<p>Ballistiq Digital Inc. Where entrepreneurship, creativity, and technology meet.</p> <p>Kevin Strike, GM Professional Services 33 Prince Street, Suite 282 Montreal, Quebec, H3C 2M7 T: 514-591-0266 E: bonjour@ballistiq.com W: www.ballistiq.com</p>	<p>Edu Deo Ministries Education + Gospel = Transformation</p> <p>Hank De Jong, Executive Director 70 Lancing Drive Hamilton, ON T: 866-360-4273 E: info@edudeo.com W: www.edudeo.com</p>
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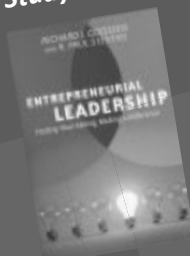
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Entrepreneurial Leaders
ORGANIZATION

Making a Difference at Work
A Biblical Approach to Ten Key Challenges for
Entrepreneurial & Marketplace Leaders
Study Guide



Based on the book, *Entrepreneurial Leadership: Finding Your Calling, Making a Difference* By Richard J. Goossen and R. Paul Stevens (InterVarsity Press, 2013)

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As a leader you're responsible for driving results. We get it.

We exist to help organizations like yours truly succeed. This requires a comprehensive strategy that will grow your organization and a team of marketing strategists, account managers and creative professionals to handle everything from ideation to execution — so you can focus on running your business.

Allow us to introduce you to our 8-step strategic marketing process that ensures our clients get results.

1.888.499.4235
info@relevation.com

**Growing organizations.
It's who we work with and
what we do.**

“
I'VE GOT A MARKETING BUDGET, BUT DON'T KNOW IF IT'S GETTING RESULTS.
IT FEELS MORE LIKE A ROLL OF THE DICE THAN A STRATEGY.
”

”
I could...



**WRITE A
MARKETING
PLAN...**

but that isn't really
my thing.



**HIRE
MORE
PEOPLE...**

but can I afford to put
together the right team?



**ENGAGE AN
"ADVERTISING"
AGENCY...**

but do they understand
how to grow my business?

OR

is there another option?

RELEVATION
MARKETING SOLUTIONS