



Entrepreneurial Leaders
ORGANIZATION

A joint initiative



WEA
World Evangelical Alliance

Entrepreneurial Leaders Review 2014

VANCOUVER, CANADA

2014 - 2015 | Vol.3 | No.1




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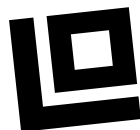
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For further information: www.EntrepreneurialLeaders.com.

Contact: Dr. Richard (Rick) J. Goossen, Chairman, Advisor Board, E: rick@EntrepreneurialLeaders.com
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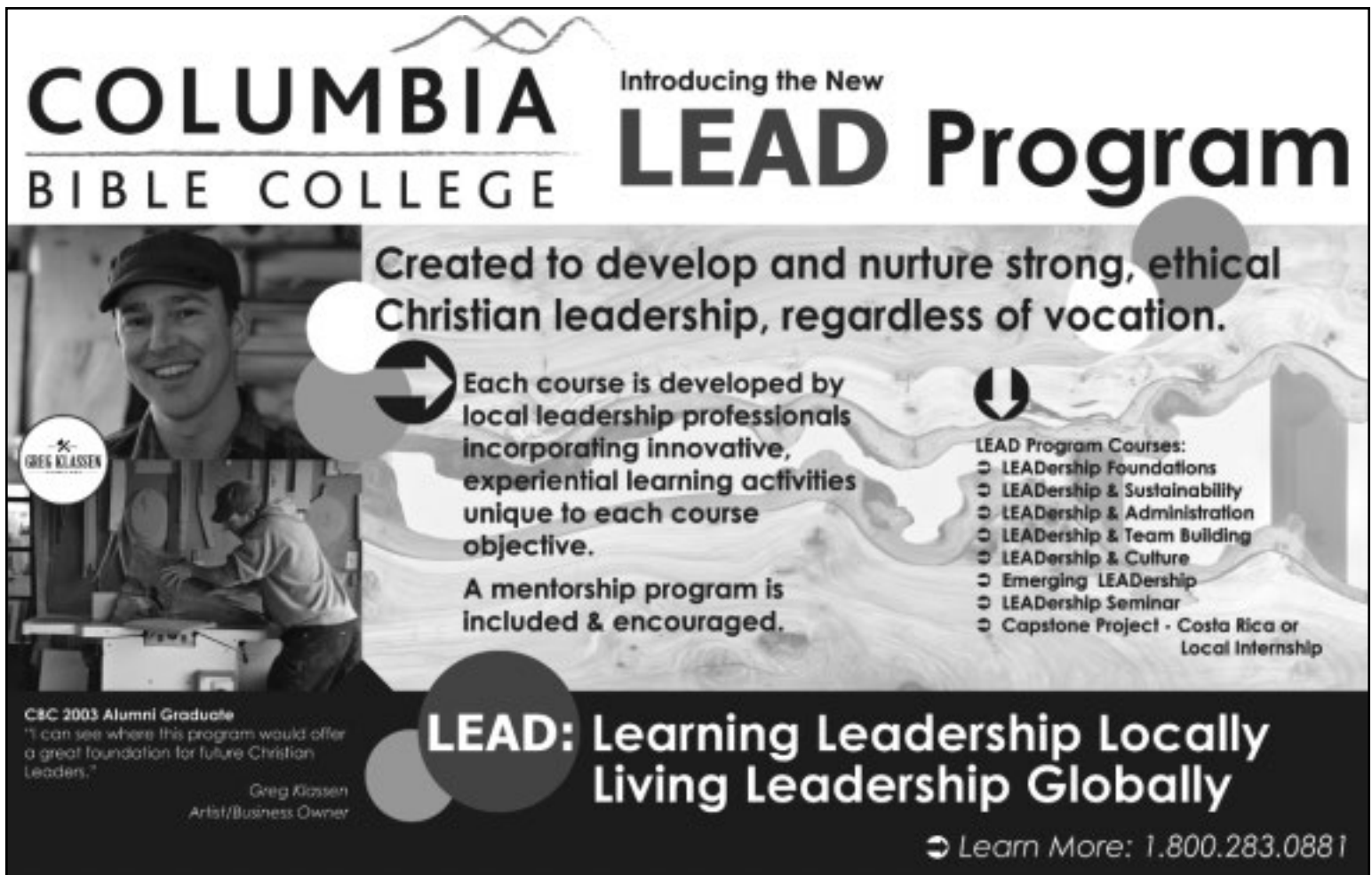


SUPPORTING ORGANIZATIONS



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
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200,000	people impacted annually through ELO and partner email distribution
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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:

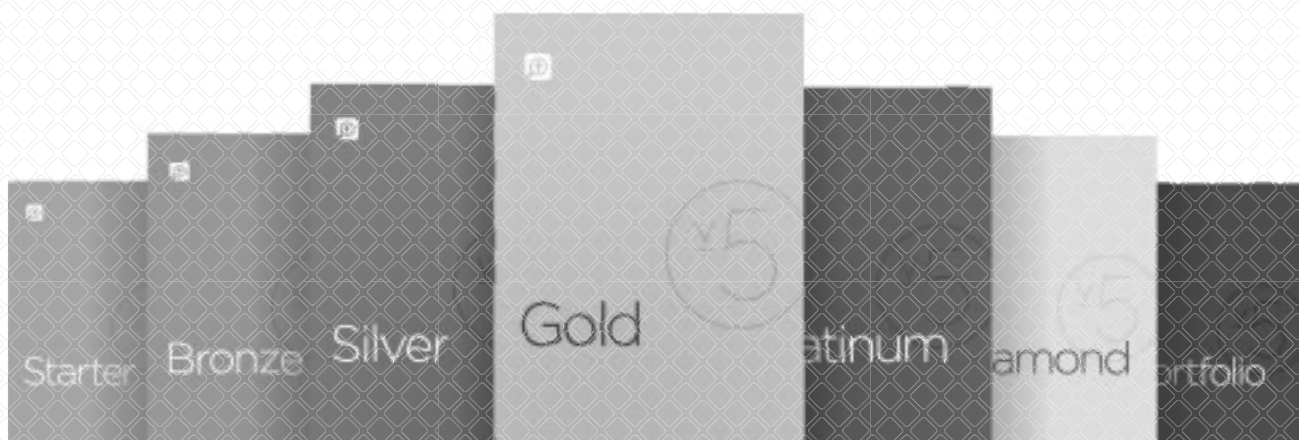
- To be an online resource for Christian entrepreneurs and marketplace leaders
- To organize conferences for Christian entrepreneurs and marketplace leaders
- To provide presentations and engage in occasional courses for Christian entrepreneurs and marketplace leaders
- to provide resource materials (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.



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Introduction to Entrepreneurial Leaders Award Recipient

Datuk Edward Ong

Founder of the Sutera Harbour Resort & President of OCK Group



Datuk Edward is an accomplished builder and property developer. By the age of 40, Datuk Edward through his OCK group in Singapore had completed numerous highly acclaimed projects including The Singapore General Hospital, Apollo and Adelphi Hotels, Regency Park Condominium and civil engineering works in 3 MRT Stations. The group operations also covered projects and assignments in Malaysia, Burma and the Commonwealth of the Northern Mariana Island – Saipan and Guam.

He accepted the Lord at the age of 40 despite strong family objections and thus began his journey of faith. Although he had achieved success in the eyes of the world by the age of 40, he began to realize that success without purpose is life without meaning. The Lord then challenged him to risk everything for Him and Datuk Edward began the iconic Sutera Harbour Resort project in obedience to the Lord.

In the mid-90s, he started the Sutera Harbour Resort project which is designed as a world-class resort in the heart of Kota Kinabalu, Sabah, Malaysia on 384 acres of prime seafront reclaimed land. The Resort offers two 5-star hotel accommodations, the Pacific Sutera Hotel (500 rooms) and the Magellan Sutera Resort (456 rooms). This is complemented by a 27-hole Graham Marsh designed championship golf course with day and night golfing, 104-berth marina and extensive facilities at Sutera Harbour Marina, Golf & Country Club. The total project cost was USD450 million. The Resort employs 1,800 staff, being the second largest employer in the state. It is now *the* iconic resort of Sabah. The journey to complete this project had been fraught with challenges and obstacles, ranging from physical, mental, political and financial that seemed insurmountable from a human's point of view but with the Lord all things are possible. He had worked in His amazing way to ensure the completion of the project for His glory.

Currently, Datuk Edward is embarking out of his comfort zone on a new journey of faith to develop a USD300 million integrated resort in Dili, Timor-Leste, complete with a 492-room hotel, golf course, hillside villas, a business park and condominiums. The resort is expected to employ at least 1,200 staff at completion. This will also be a project not so much for its financial achievement but more of giving back to the society, to provide training to the locals and with the skills learned, to give them a chance of a better life for them and their families.

Entrepreneurial Leaders Award

The Entrepreneurial Leaders Organization in conjunction with World Evangelical Alliance have established an "Entrepreneurial Leaders Award" in order to recognize and celebrate the noteworthy and inspirational contributions of individuals to making a faith-inspired difference in their communities.

Criteria for Identifying a Suitable Nominee

- Exemplifies the qualities of entrepreneurial leadership that are embedded in a Christian worldview
- International stature with a significant influence
- Lifetime of achievement of influence in their chosen profession, whether directly or indirectly related to Christian ministry
- Outstanding reputation for integrity in terms of living out faith

- The person must be a role model to inspire other entrepreneurs to others to greater heights of significance

Award

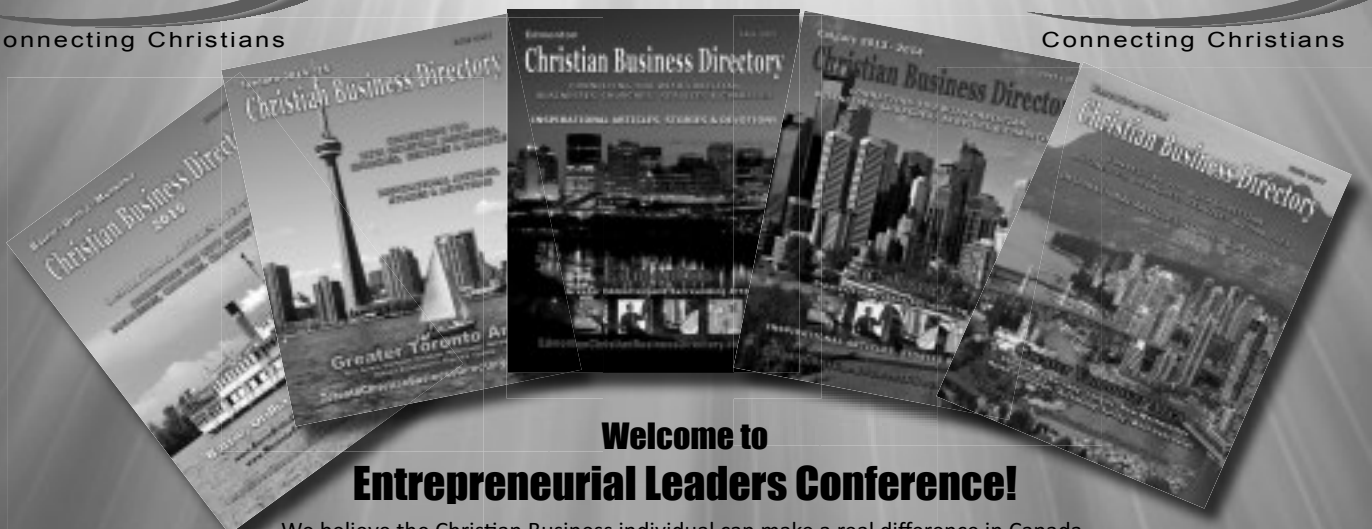
- Awarded at the Entrepreneurial Leaders Conference, hosted by the Entrepreneurial Leaders Organization (ELO)
- The Recipient must be present at and participate in the Conference in order to be eligible for the Award.
- Recipient receives a plaque presented at the ceremony
- Recipient becomes an "Honorary Advisor" of the ELO
- The recipient must be in agreement with the objectives of the Vision, Mission & Values of the ELO (as per www.entrepreneurialleaders.com).

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Welcome to Entrepreneurial Leaders Conference!

We believe the Christian Business individual can make a real difference in Canada.

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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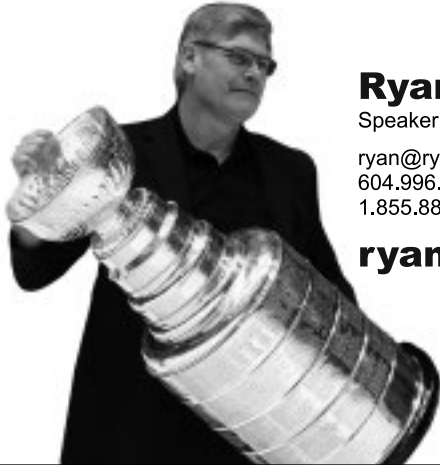
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Day-Time Keynote Speaker



Peter Irvine

Co-Founder, Gloria Jean's Coffees, Sydney, Australia

Topic:

Building Your Business, Your People, Your Life (Part I in the morning; Part II in the afternoon)

Description:

Peter will draw upon his amazing entrepreneurial and faith journey to unveil the age-old wisdom that a fulfilled life is determined not just by how much you own or what you achieve, but by your relationships, and how well you lead and inspire those around you. Peter's two presentations draw upon his book by the same title.

Bio:

Peter Irvine has had over 40 years' experience in business at a high profile management level. Peter first started his professional career as a junior at DDB Needham, Sydney – which became the second largest advertising agency in Sydney. Over a span of 33 years at DDB Needham, Peter acquired an extensive portfolio of business expertise, commencing in media planning and buying, progressing to Media Director for Sydney and National Campaigns, then onto General Manager and finally ending his career at DDB Needham as Managing Director. Whilst at DDB Needham, Peter was part of the team who launched McDonalds in Australia.

In 1996 Peter branched out into franchising and in conjunction with his business partner Nabi Saleh, established the Gloria Jean's Coffees franchise in Australia. Since they opened their first coffee house in November 1996, Gloria Jean's Coffees has grown to be the largest specialty coffee retailer and one of the fastest growing franchise organizations in Australia. Today there are over 400 Gloria Jean's stores and kiosks across Australia and over 800 coffee houses in 39 countries worldwide. In January 2005, Peter and Nabi purchased the international Master Franchise brand and supply and roasting rights for all countries. Gloria Jean's Coffees has continued to grow, demonstrating excellence in franchising and setting the standard internationally for Australian franchise models. This was recognized in 2005 when Gloria Jean's Coffees won the PricewaterhouseCoopers Excellence in Franchising – 'Franchisor of the Year' Award.

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Evening Keynote Speaker



C. William Pollard,

Chairman, Fairwyn Investment Company & Chairman Emeritus, ServiceMaster

Topic:

“Interview / Q & A on the Power of the Entrepreneurial Spirit in Small and/or Large Businesses and Non-Profit Organizations”

C. William (Bill) Pollard is currently Chairman of Fairwyn Investment Company, a private investment firm. For over a twenty-five year period, from 1977 to 2002, Bill participated in the leadership of The ServiceMaster Company and served not once but twice as its Chief Executive Officer. He also served as Chairman of the Board of ServiceMaster from 1990 to April 2002 and was elected Chairman Emeritus in 2002 when he retired from the Board. He is currently serving as an advisor to the Company.

During his leadership of ServiceMaster, the Company was recognized by *Fortune* magazine as the #1 service company among the Fortune 500 and also was included as one of its most admired companies. During this period, ServiceMaster also was identified as a “star of the future” by *The Wall Street Journal* and recognized by the *Financial Times* as one of the most respected companies in the world. The Company also achieved market leadership in each of its markets and substantial growth in shareholder value.

In addition to his work at Fairwyn Investment Company and ServiceMaster, Bill has served as a director of several public companies and a number of charitable, religious, and educational organizations. He currently serves as a director of Cadence Healthcare System, The Drucker Institute of Claremont Graduate School, Bright China Social Fund, The California Institute of Advanced Management (CIAM) and as an advisor to the Drucker Academy in Hong Kong and China. He has a strong interest and involvement in advancing Peter Drucker’s leadership and management principles in both the United States and China. For over 25 years he served as a director and Chairman of the Executive Committee of the Billy Graham Evangelistic Association and currently serves as a director emeritus. He is a trustee emeritus of Wheaton College, where he served over 31 years as a Trustee of the College and twice as Chairman of the Board. He is also currently serving as an adjunct professor at Wheaton and Chairman of the Advisory Board of the Hastert Center at Wheaton.

Bill is a graduate of Wheaton College, Wheaton, Illinois, and received a J.D. from Northwestern University School of Law. From 1963 to 1972 he was engaged in the practice of law, specializing in corporate finance and tax matters, and from 1972 to 1977 he served on the faculty and as a Vice President of Wheaton College.

“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

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

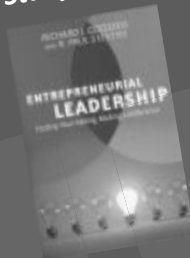
ELO strives to provide thought leadership in the area of a Christian approach to entrepreneurial leadership. All ELO events draw upon thought leaders from the prestigious academic institutions around the world. Past conferences have included speakers from McGill, Oxford, Cambridge, Yale, Baylor, Thunderbird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



Making a Difference at Work
A Biblical Approach to Ten Key Challenges for
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Study Guide



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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

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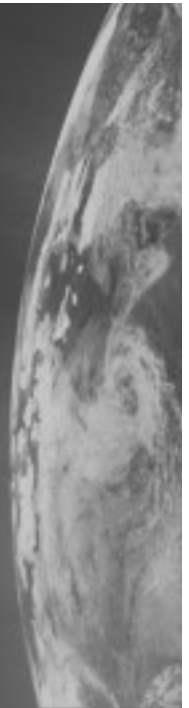
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“
I'VE GOT A MARKETING BUDGET, BUT DON'T KNOW IF IT'S GETTING RESULTS.
IT FEELS MORE LIKE A ROLL OF THE DICE THAN A STRATEGY.
”



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?

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