

REGISTRATION FORM

Registration deadline: Thursday, March 1st, 2007
Please fill in the information below and send or bring this form, along with your payment, to:

YES Montreal (Youth Employment Services)
630 René-Lévesque W., Suite 185
Promenade Level (corner University), Montréal, Québec H3B 1S6
Tel.: 514.878.9788 • Fax: 514.878.9950
info@yesmontreal.ca • www.yesmontreal.ca

FEE: \$99 \$80 (before February 23, 2007)
 \$70 Full-time students (under the age of 35 with copy of photo I.D.)

PLEASE PRINT
First Name: _____ Last Name: _____
Address: _____
Postal Code: _____
Phone: _____ Fax: _____
E-mail: _____
Company Name or Organization: _____

METHOD OF PAYMENT (please indicate one)
 Cash Cheque or Money Order (payable to Youth Employment Services)
 Visa MasterCard Amex
Name of Cardholder: _____
Card Number: _____ Exp. Date: _____

Signature: _____

WORKSHOPS:

As workshops fill up quickly, we cannot guarantee your selection. Workshops are on a first-come-first-served basis. Select the workshop you would like to attend:

Session A: (10:45 – 11:45 am)

Select from workshop # A1, A2, A3, A4
First choice: Workshop # _____ Second choice: Workshop # _____

Session B: (3:00 – 4:00 pm)

Select from workshop # B1, B2, B3, B4
First choice: Workshop # _____ Second choice: Workshop # _____

Session C: (4:15 – 5:15 pm)

Select from workshop # C1, C2, C3, C4
First choice: Workshop # _____ Second choice: Workshop # _____

Gender: Male Female
Age group: 15-25 26-35 36-45 46-55 56 and over
Have you attended any of our previous Entrepreneurship Conferences? Yes No
Have you used any of the services provided by YES Montreal?
 Yes No

How did you hear about this conference?
 Hold the Date Card Brochure YES Website School Radio
 Newspapers Word of mouth Referral from another organization
 YES Centre TV Other: _____

What is your current stage of business development?
 Idea evaluation Pre start-up Start-up Existing

What type of business are you interested in?
 Services Import/Export E-Commerce Retail/Hospitality
 Self-employed artist Other: _____

Cancellations must be made in writing and received on or before February 26, 2007. An administration fee of \$25.00 will be deducted from the refund, which will be issued after the conference.

YES respects your privacy and protects your personal information. We do not rent, sell or trade our mailing lists. The information you provide will be used to deliver services and keep you informed and up to date on the activities of YES; including programs, services, special events, funding needs and opportunities to volunteer. If at any time you wish to be removed from any of those contacts, simply advise us at 514.878.9788 or via e-mail at info@yesmontreal.ca and we will gladly accommodate your request.

WORKSHOPS



Session A (10:45 – 11:45 am)

A1. TRANSFORM YOUR BUSINESS FROM A ONE-PERSON OPERATION TO AN ENTERPRISE

Are you able to answer this important question, “What do you want your business to be when it grows up?” If you are not certain of the answer then you need to attend this workshop. Too many entrepreneurs begin as a one person or partnership business and struggle to try to grow it into a viable and sustainable venture. This session is intense, fast paced and packed with practical tips. Come and learn from someone who started a basement operation in Montreal and turned his business ideas into winning formulas that now generate consistently growing profits around the world.

Speaker: Ariel Shlien – Chief Executive Officer, The Mad Science Group

A2. CAN YOU AFFORD YOUR LIFESTYLE? BEHAVING YOUR WAY TO WEALTH CREATION

Every entrepreneur must deal with the emotional and financial challenges that are presented on a daily basis. In this workshop you will learn how to handle those challenges while working on your business to create the wealth that will give you the lifestyle you deserve. Whether in a start-up, or operating an established company there is one common focal point – your behavior. You will learn how to manage these and build an enterprise that will create the path to realizing your dreams.

Speaker: Robert Venafo – Financial Security Advisor, Lafond and Associates

A3. WHAT'S NEXT IN SELLING?*

Sales and marketing research has recently shown that today's buyers are segmenting into distinct and predictable patterns. How can you prepare yourself with the sales skills and abilities that will ensure your future sales success? Our workshop will explore these market realities, and arm you with the information and tools that will enhance your future in sales.

Speaker: Peter Palmer – Vice President, Dale Carnegie Business Group

A4. SEARCH ENGINE OPTIMIZATION: IMPROVE YOUR WEBSITE RANKING ON GOOGLE

The placement of a Website on the results page of a search engine can influence Website traffic. Find out multiple and simple strategies to find key words with high potential, optimize your pages, create a network of links towards your site and learn how to launch a pay-per-click campaign. No technical knowledge required for this workshop.

Speaker: Mathieu Bernatchez – Coordinator, Student Connections, HEC Montréal

* This is a repeat session

Session B (3:00 - 4:00 pm)

B1. WHAT'S NEXT IN SELLING?*

Sales and marketing research has recently shown that today's buyers are segmenting into distinct and predictable patterns. How can you prepare yourself with the sales skills and abilities that will ensure your future sales success? Our workshop will explore these market realities, and arm you with the information and tools that will enhance your future in sales.

Speaker: Peter Palmer – Vice President, Dale Carnegie Business Group

B2. GUERRILLA MARKETING: GETTING THE BIGGEST BANG FOR FEW BUCKS

Guerrilla Marketing is defined as unconventional marketing designed for low budgets and maximum impact. Guerrilla Marketing gets you and your company in front of future customers in the places that they frequent. This interactive workshop focuses on Guerrilla Marketing strategies for start-ups and small to mid-sized businesses. This is an excellent workshop for business owners and entrepreneurs who want to move their businesses to the next level and increase their profitability without “breaking the bank.”

Speaker: Robert Soroka, MBA - Juris Doctor, Lecturer at JMSB – Concordia University and McGill University, Professor, Dawson College

B3. WHEN TO JUMP? EMPLOYEE TO ENTREPRENEUR: MAKING THE TRANSITION

When is it the right time to start your own business? Should you leave your current job to become a full-time entrepreneur? This workshop will guide you to understanding the right time to start your business and the pros and cons at every age and stage. Discussion including: financial cushions and diversity, maintaining skill sets, keeping a network alive and how to avoid the isolation of the new entrepreneur syndrome. Two specialists in the field of Entrepreneurship will give you the tools needed to make the transition from employee to entrepreneur.

Speaker: Peter Johnson – Director, The John Dobson Foundation
Angela Burlton – Faculty Lecturer and Dobson Consultant, McGill University

B4. CHASING BILLIONS WITH ZERO KNOWLEDGE

Every entrepreneur will face the unknown as you move your idea from conception, development, financing, to the start of your commercial launch. You will face unknown situations on how to pick a founding team to raising capital from family, angel investors and professional venture capitalists. This workshop will also explore how the Internet is lowering the costs of starting businesses and the best way to start and finance companies in today's marketplace.

Speaker: Austin Hill – Executive VP & Executive Chief Strategies, Zero-Knowledge Systems Inc.

Full workshop descriptions available on our website.

Session C (4:15 – 5:15 pm)

C1. INTERNET MARKETING ON ANY BUDGET

The Internet as a marketing medium offers exceptional sales and brand building potential for the small or medium-size business owner. Internet marketing is highly cost effective and offers many unique advantages that traditional advertising doesn't. Learn many low cost or no cost Internet marketing solutions. In this workshop we will explore several proven techniques using examples from both small and large companies including search marketing, blogs, newsletters and much more.

Speaker: Chris Emergui – President & Chief Executive Officer, BAM Strategy

C2. CREATING YOUR COMPANY'S BRAND, IMAGE AND PROMISE

One of the most important assets you can develop for your business is a powerful brand. Brands are not just logos or tag lines. Brands are the culmination of who you are, how you're different from your competition, and why a buyer should do business with you. Learn what it takes to put together marketing and communication strategies that build a strong brand and increases public awareness of your business.

Speaker: Franco Rocchi – Senior Vice President, Sales and Operations, Le Château Inc.

C3. PERFECT PARTNERS: FACT OR FICTION

If you are or have considered forming a business partnership with a colleague, friend or family member there are a number of legal issues and implications which you need to address before you begin.

This workshop will include a discussion on issues to consider when entering into a partnership. Is partnership right for your business or should you look at another form of collaboration? When and how do you end the partnership: provisions and protections.

Speaker: Nancy Cleman – Lawyer, Sternthal, Katznelson, Montigny
Andrew Gertler – Vice-President and Portfolio Manager, Lester Asset Management

C4. MONEY MATTERS – WHAT YOU NEED TO KNOW TO FINANCE YOUR BUSINESS

If you are dreaming of starting and managing your own business, you are probably wondering how and where to get the funds to make your dream a reality. There are many financing options available for small companies which even confuse veteran business owners. This workshop will explore the types of financing best suited to you and how to maximize your chance of getting the dollars you need.

Speaker: Gerry Arsenault – Business Manager, CLD West Island
Joanne Photiades – Senior Manager, Loans - BDC Saint-Laurent
Edward Bloemendaal – Senior Account Manager, Business and Personal Banking, RBC

www.yesmontreal.ca

THE 10TH ANNIVERSARY
YES ENTREPRENEURSHIP CONFERENCE

March 3/2007

yes the
FUTURE
is Yours

New TRENDS . New IDEAS . New CONTACTS



Honorary Chair and Keynote Speaker

Lino Saputo, Jr.
President and CEO
Saputo

Conference Location

DELTA CENTRE-VILLE HOTEL
777 University Street
Montreal, QC

Information

YES MONTREAL
(Youth Employment Services)
514-878-9788

Register Early!
WWW.YESMONTREAL.CA



Yes the FUTURE is Yours

The 10th Anniversary YES Montreal Entrepreneurship Conference will provide Montreal entrepreneurs of all ages with the tools needed to start, to develop or to expand their businesses. This unique full-day event will focus on the changing face and future directions of starting your own business in Quebec and will explore current and future trends in Entrepreneurship, including innovation in the workplace. Participants will benefit from the knowledge and experience of exceptional presenters and will have ample time to network with fellow entrepreneurs and speakers alike. Whether you are thinking of starting a business, or you are in the throes of expansion, this conference is for you.

This full-day conference includes:

- Workshops on starting, growing and financing your business – and more
- Networking opportunities with 350 entrepreneurs, speakers and workshop leaders
- **Keynote address by Lino Saputo, Jr. President and CEO, Saputo**
- Motivational panel discussion with successful Montreal entrepreneurs
- Networking activity
- Continental breakfast, three-course lunch and free cocktail
- Exhibition of local organizations and businesses providing services to support entrepreneurs
- Networking cocktail
- Participants' package

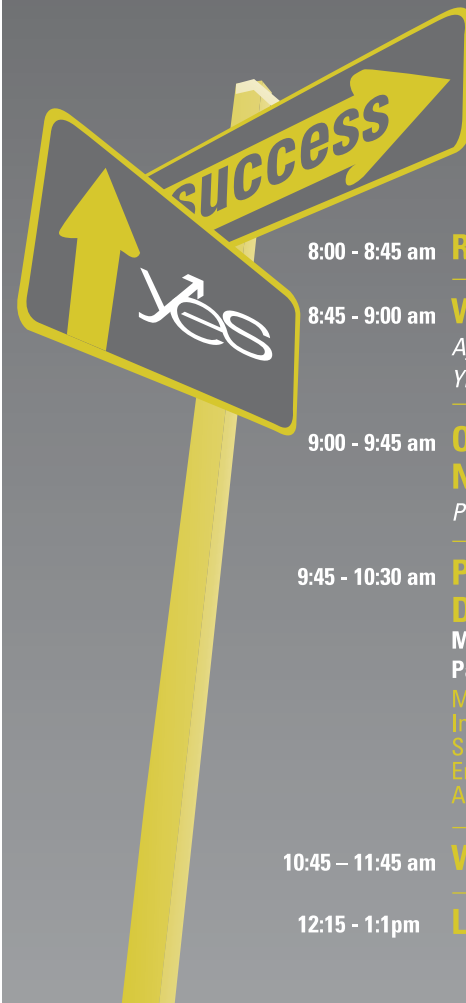
Mission Statement:

As a not-for-profit organization, YES Montreal (Youth Employment Services) enriches the community by providing English-language support services to help Quebecers find employment and start businesses.

YES CONFERENCE PLANNING COMMITTEE:

Chairpersons: Ajay Pangarkar and Teresa Kirkwood, CentralKnowledge • Mitch Joel, Twist Image • Anthony Broccolini, Broccolini Construction (Ontario) Inc. • Austin Hill, Executive VP & Executive Chief Strategies, Zero-Knowledge Systems Inc. • Pino Di Iorio, moozoo juices® and BeaverTails® • Julian Giacomelli, VSA Group Inc. • Chris Emergui, BAM Strategy • Carol Levine, Communications MECA • Iris Unger, YES Montreal • Silvana Asurmendi, YES Montreal • Olivia Corning, YES Montreal • Alexandra Percy, YES Montreal • Allison Eades, YES Montreal.

Note: All conference workshops will be conducted in English.



AGENDA OF THE DAY

8:00 - 8:45 am **REGISTRATION AND CONTINENTAL BREAKFAST**

8:45 - 9:00 am **WELCOME AND INTRODUCTORY REMARKS**

Ajay M. Pangarkar and Teresa Kirkwood, Chairpersons,
YES Conference Planning Committee

9:00 - 9:45 am **OPENING NETWORKING ACTIVITY – NETWORKING ESSENTIALS**

Peter Palmer, Vice President, Dale Carnegie Business Group

9:45 - 10:30 am **PANEL DISCUSSION – DEFINING TODAY'S ENTREPRENEURS**

Moderated by: Ric Peterson – CJAD800/Standard Radio

Panelists:

Moonlighting Entrepreneur: Samantha Korytko-Milner, Sassy Sam's Inc.
Intrapreneurship: Marty Algire, Radialpoint
Social Entrepreneurship: Jason Hughes - Coop la Maison Verte
Entrepreneurship: Charles Bierbrier, Bierbrier Brewing Inc.
Artistic Entrepreneur: Lorraine Klaasen, Klaasen Connexion

10:45 – 11:45 am **WORKSHOPS – SESSION A**

12:15 - 1:1pm **LUNCH & AWARDS** Honouring 10 Years of YES Entrepreneurship

1:15 - 2:15pm **Keynote Address:**
Mr. Lino Saputo, Jr. President and CEO Saputo

"CRAFTING YOUR FUTURE"

2:15 - 2:45 pm **EXHIBITION**

3:00 - 4:00 pm **WORKSHOPS – SESSION B**

4:15 - 5:15 pm **WORKSHOPS – SESSION C**

5:30 - 6:00 pm **NETWORKING COCKTAIL/ EXHIBITION**



REGISTRATION DETAILS

REGISTRATION FEE (taxes included):

Early Bird Registration Fee \$80*
Regular Registration Fee \$99
Full-time Student Registration Fee \$70**

*Early Bird Registration must be postmarked or received no later than February 23, 2007

**Applicable to students under 35 years of age. Please provide a legible photocopy of current student card confirming full-time student status and attach to your registration form.

Please read the information below, then complete and detach the registration portion of this brochure and mail it along with your cheque, money order or credit card number. Please note that Visa, MasterCard and AMEX may also be used if registering by fax or phone.

OR

You may also make your payment in person at YES Montreal (Monday-Friday, 9am-5pm) using Visa, MasterCard, AMEX, cheque, cash or money order. Our address is:

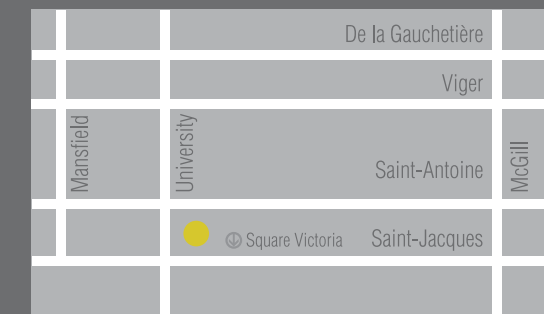
YES MONTREAL (Youth Employment Services)
630 René-Lévesque Blvd. W., Suite 185
Promenade level, Montreal, Quebec H3B 1S6
(Corner University)

Registration deadline is **Thursday, March 1st, 2007**. Space is limited. Past conferences have sold out quickly, so please register early to ensure your place. For registration beyond this date, please call to verify availability.

CANCELLATION POLICY: Cancellations must be made in writing and received on or before Monday, February 26, 2007. An administration fee of \$25.00 will be deducted from the refund which will be issued after the conference.

CONFERENCE LOCATION

DELTA CENTRE-VILLE HOTEL
777 University Street, Montreal, Quebec H3C 3Z7



The Delta Centre-Ville Hotel is situated at the corner of University Street and St-Antoine Street, close to the Square Victoria metro station. For an additional fee, parking is available at the hotel or directly across the street.

SPONSORS

A special thanks to our sponsors, without whose support this event would not have been possible.

PRIMARY PARTNER



Canada

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The Hay Foundation

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**The 10th Annual YES Entrepreneurship Conference
YES, THE FUTURE IS YOURS**

Saturday, March 03, 2007 - Delta Centre-Ville Hotel

Registration Form

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Please fill in the information below and send or bring this form, along with your payment, to:

Youth Employment Services

630 René-Lévesque W., Suite 185, Promenade Level (corner University), Montréal, Québec H3B 1S6

Tel: 514-878-9788

Fax: 514.878.9950

E-mail: info@yesmontreal.ca

Fee:

\$99 \$80 (before Feb. 23, 2007) \$70 Full-time students (under the age of 35 with copy of photo I.D.)

Please print: First Name: _____ **Last Name:** _____

Address: _____ **Suite #:** _____

Postal Code: _____ **Phone :** () _____ **Fax #:**() _____ **Email:** _____

Company name or organization: _____

Form of payment (please indicate one)

Cash Cheque (payable to Youth Employment Services) Money order Visa MC AMEX

Name of Cardholder: _____ **Card Number:** _____

Exp. Date: _____ **Signature** _____

As workshops fill up quickly, we cannot guarantee your selection. Workshops are on a first come basis.

Select the workshop you would like to attend:

Session A: (10:30 – 12:00 pm) Select from workshop nos. A1, A2, A3, A4

First choice: Workshop # _____ **Second choice:** Workshop # _____

Session B: (3:00 – 4:00pm) Select from workshop nos. B1, B2, B3, B4

First choice: Workshop # _____ **Second choice:** Workshop # _____

Session C: (4:15 – 5:15) Select from workshop nos. C1, C2, C3, C4

First choice: Workshop # _____ **Second choice:** Workshop # _____

Gender: Male Female **Age group:** 15-25 26-35 36-45 46-55 56 and over

Have you attended any of our previous Entrepreneurship Conferences? Yes No

Have you used any of the services provided by Youth Employment Services? Yes No

How did you hear about this conference? _____

What is your current stage of business development? Idea Evaluation Pre Start-up Start-up Existing

What type of business are you interested in? Services Import/Export E -Commerce Retail/Hospitality
 Self-employed Artist Other: _____

Note: Only registrations received before February 26, 2007, will be confirmed by mail.

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YES respects your privacy and protects your personal information. We do not rent, sell or trade our mailing lists. The information you provide will be used to deliver services and to keep you informed and up to date on the activities of YES, including programs, services, special events, funding needs, opportunities to volunteer or to give and more through periodic contacts. If at any time you wish to be removed from any of these contact lists, simply advise us at 514.878.9788 or via e-mail at info@yesmontreal.ca and we will gladly accommodate your request.