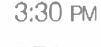


3:30 PM - 9:00 PM

Conference Moderators

Chris Emergui, President, BAM Strategy

Pino Di Ioia, CEO and Owner, BeaverTails Pastry/ Moozoo Juices Gelateria



REGISTRATION

4:00 PM

Welcome



Founder of McAuslan Brewing

4:10 PM

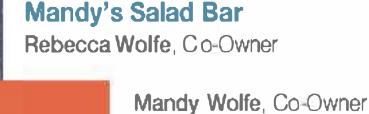
Peter McAuslan, Founder

A native of Lachine, Quebec, Peter McAusian is the founder of the McAusian Brewing company, which he grew from a small microbrewery with a single product (St. Ambroise Pale Ale) and a staff of four, to a multi-million dollar enterprise that employs more than 50 people. A graduate of Sir George Williams University, Peter worked in various academic administrative posts at Dawson College before leaving his post as Secretary General to start his brewery in 1988. It operated as one of Canada's foremost microbreweries until its sale in 2013.

Peter has won numerous awards from business, academic, and community organizations, as well as the Queen's silver and gold jubilee medals. He is past president of the St. Andrew's Society of Montreal, and currently chairs a committee to create a chair of Canadian-Scottish Studies at McGill University.



4:35 PM



A born and bred Montrealer, Mandy Wolfe is the co-owner and founder of Mandy's

Gourmet Salads, which offers delicious and nutritious soups and salads out of two locations, in Montreal and Westmount. The company plans to open its flagship location on Crescent St. the spring. A graduate of McGill University, with a degree in History and Literature, Mandy has always

with her market-savvy sister Refecca back in 2004 to open a small salad shop in the back of her brother in law's clothing store in Westmount's Victoria Village. Though the chain is now expanding, Mandy continues to head the kitchen, create recipes and oversee all food aspects of the business, while Rebecca leads the marketing, design

had a deep passion for food. Though she was never professionally trained, she teamed up

and artistic direction of the company.

SweetIQ

5:00 PM

Mohannad El-Barachi, Co-Founder and CEO

Michael Mire, Co-Founder and CRO

Mo El Barachi and Mike Mire are the co-founders of Sweet IQ, an industry leader in local search marketing that has helped Fortune 500 brands convert online searches to in-store

shoppers. With offices in Montreal and San Francisco, the company uses powerful analytics to help drive brand engagement, capture online opportunities and implement local marketing campaigns. Mo, who also serves as the company's CEO, has more than 15 years of experience in business strategy in Canada, the United States, Egypt, the United Aralia Emirates and

Vietnam, Mike, who serves as Chief Revenue Officer, has over 10 years of experience in location-based marketing, online advertising, SEM, SEO and business development. Prior to SweetIQ, he founded AdMire Marketing, a boutique integrated marketing consultancy.



Hart Resource Development

5:25 PM

Heath Slawner, Strategic Communication and Leadership Expert

Heath Slawner is a Strategic Communication and Leadership expert who has built a career sharing his insights into human behaviour with leading organizations around the world, including the United Nations,

Canada who is certified to deliver and facilitate the "Principles of Persuasion" workshop, which is based on the lifelong work of world-renowned researcher and best-selling author Dr. Robert Ciadini. Starting in 2015, Heath will be partnering with Simon Sinek's "Start With Why" team of speakers to deliver talks, workshops and leadership training inspired by Simon's seminal best-selling books "Start With Why" and 'Leaders Eat Last." Some of the questions he will be exploring: What drives decision-making? What

Bell Canada, Canadan Tire, Esso, Loblaw, McDonald's Canada and RBC. He is the only professional in

to us more often? 5:50 PM **DINNER** (included)

brings teams together to achieve remarkable results? How do we inspire action and get people to say yes

6:35 PM

Welcome Back

Anna Goodson, Founder and CEO

6:45 PM

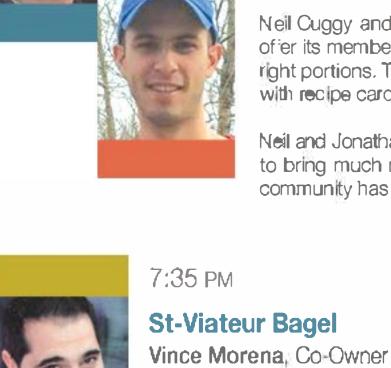
Anna Goodson is the founder and CEO of Anna Goodson Illustration Agency, a contemporary creative boutique representing some of the most prominent illustrators from around the world. Founded in 1996, Anna's success comes from providing exceptional personal service to illustrators and clients while

Anna Goodson Illustration Agency and MEATMARKET Photography

promoting the positive and professional use of illustration.

Anna started her business career at the tender age of 19, while completing her Bachelor of Fine Arts degree at Concordia University and working part time at her father's printing agency. Prior to founding her own company. Anna worked for five years in advertising, starting on the bottom rung as a coordinator and quickly moving up the ranks to account executive and then on to business development.





with recipe cards, saving preparation time and reducing waste. Neil and Jonathan founded Culiniste in 2014 out of their shared love of cooking, and a vision

Jonathan Ferrari, Co-Founder and Co-CEO

community has members in Montreal, Toronto, Ottawa and Quebec City.

Neil Cuggy and Jonathan Ferrari are founders of Culiniste, a grocery delivery service that of er its members weekly deliveries of fresh ingredients to make three meals, in exactly the right portions. The company promises to bring its members fresh, high-quality food, along

to bring much needed innovation to the world of grocery shopping. Today, the Culiniste

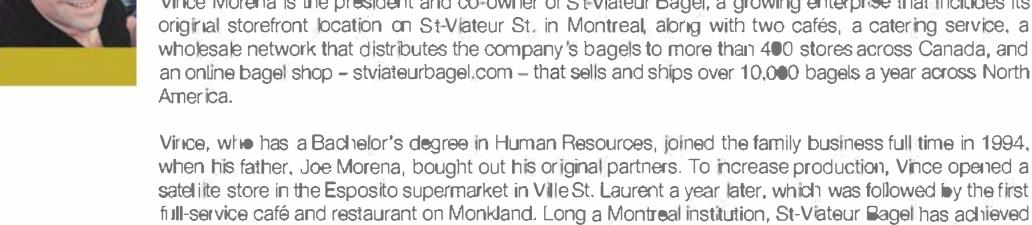


Photo: Julie Perreault

Virice Morena is the president and co-owner of St-Viateur Bagel, a growing enterprise that includes its original storefront location on St-Viateur St. in Montreal, along with two cafés, a catering service, a wholesale network that distributes the company's bagels to more than 400 stores across Canada, and

America.

an online bagel shop - stviateurbagel.com - that sells and ships over 10,000 bagels a year across North Virice, who has a Bachelor's degree in Human Resources, joined the family business full time in 1994, when his father, Joe Morena, bought out his original partners. To increase production, Vince opened a

full-service café and restaurant on Monkland. Long a Montreal institution, St-Viateur Bagel has achieved

near celebrity status and has been featured on television's Today Show, the Anthony Bourdain Show, and Food Network's Glutton for Punishment. 8:00 PM



Stefano Faita, Author, TV Host, Co-Owner of Restaurant Impasto and Pizzeria Gema

Michele Forgione, Chef, Co-Owner of Restaurant Impasto and Pizzeria Gema

America's most charismatic food personalities, is host of the CBC TV weekday cooking show In the Kitchen with Stefano, where he shares rustic recipes rooted in his family's rich food history and encourages viewers to get "in the kitchen" and enjoy food with friends and

family. Stefano has written three bestselling cookbooks in French and recently released his first English cookbook, in the Kitchen with Stefano Faita, a companion to his CBC program. He also spent five years writing the food column for the weekend section of Le Journal de Montréal, Michele is a trained chef who has served in the kitchens of several reputable Montreal

Stefano Faita and Michele Forgione are colowners of Impasto restaurant which, since 2013, has been serving authentic Italian cuisine to rave reviews. Stefano, one of North

institutions, and has been Chef at Nelligan, Loews and Opus, among other restaurants. He decided at 18 that cooking would be his profession and went on to study at the Institut detourisme et d'hôtellere du Québec in pastry and continued his training at the Culinary Institute of St. Pius X

8:25 PM **NETWORKING COCKTAIL** (cash bar)

9:00 PM **End of Conference**