

AGENDA – Wednesday, May 20

3:30 PM – 9:00 PM

Conference Moderators

Chris Emergui, President, BAM Strategy

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

3:30 PM

REGISTRATION

4:00 PM

Welcome

4:10 PM

Founder of McAuslan Brewing

Peter McAuslan, Founder

A native of Lachine, Quebec, Peter McAuslan is the founder of the McAuslan 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

Mandy's Salad Bar

Rebecca Wolfe, Co-Owner

Mandy Wolfe, Co-Owner

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. this spring.

A graduate of McGill University, with a degree in History and Literature, Mandy has always had a deep passion for food. Though she was never professionally trained, she teamed up with her market-savvy sister Rebecca 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 and artistic direction of the company.

5:00 PM

SweetIQ

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 Arab 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.

5:25 PM

Hart Resource Development

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

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

5:50 PM

DINNER (included)

6:35 PM

Welcome Back

6:45 PM

Anna Goodson Illustration Agency and MEATMARKET Photography

Anna Goodson, Founder and CEO

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 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.

7:10 PM

Culiniste

Neil Cuggy, Co-Founder and Co-CEO

Jonathan Ferrari, Co-Founder and Co-CEO

Neil Cuggy and Jonathan Ferrari are founders of Culiniste, a grocery delivery service that offers 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 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 to bring much needed innovation to the world of grocery shopping. Today, the Culiniste community has members in Montreal, Toronto, Ottawa and Quebec City.

7:35 PM

St-Viateur Bagel

Vince Morena, Co-Owner

Vince 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 an online bagel shop – stviateurbagel.com – that sells and ships over 10,000 bagels a year across North America.

Vince, 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 satellite store in the Esposito supermarket in Ville St. Laurent a year later, which was followed by the first 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

Culinary Entrepreneurs

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

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

Stefano Faita and Michele Forgione are co-owners of Impasto restaurant which, since 2013, has been serving authentic Italian cuisine to rave reviews. Stefano, one of North 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 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 de tourisme et d'hôtellerie 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