

## Learn from innovators and business leaders at Small Business Summit

The second annual Small Business Summit, which will run Oct. 3 and 4, will present an impressive line up of guest speakers, including Keynote and Opening Night Speaker Nicole Verkindt, tech entrepreneur and the newest 'Dragon' on CBC's Next Gen Den, and Guest Speaker David Baldarelli, COO of Meridian Credit Union.

Verkindt will graciously share her expertise both during her Opening Night Keynote address (with all proceeds going to the local charity Girls Can Too) and again during the next day's main event, direct from the show floor. Held during National Small Business Month, Baldarelli (a key player when it comes to the new business paradigm of e-commerce) will talk about helping bricks and mortar business achieve e-commerce success. An HR panel of experts will be convened, providing an opportunity to 'pick the brains' of key industry insiders, plus learn how to tap into increasing levels of government support (through Mentor Works) now available for small business.

This is one-stop shopping at its best. Come learn from global experts, share expertise with others, garner new connections and generate new customers while traversing the expanded trade show floor. Attend innovative, business-building workshops scheduled all day and headlined by industry leaders.

This singular business-to-business event is designed to drive business growth, knowledge and sourcing opportunities for entrepreneurs, small business owners and web based e-commerce businesses from across the GTA. Whether the firm is online or storefront, from Peel Region, Dufferin or Simcoe Counties, Halton Hills or York Region, business people need to be a part of this exceptional, one of a kind business event, considered the gateway to future success.

The Small Business Summit is a point of access to new partnerships, creative business solutions and priceless global learning opportunities. Small business experts, entrepreneurs, webpreneurs, millennials and Next Gen Den fans 'this show is for you! After hearing from the impressive roster of global speakers, walk the trade show floor to source from, and engage with, local experts who are uniquely positioned to help people succeed right here in their community.

Opening Night Business Achievement Awards and Charity Sip 'n Savour will start at 6 p.m., hosted by Bolton Rotary Club and featuring Verkindt. All proceeds will benefit the local initiative Girls Can Too (<https://trca.ca/learning/bolton-camp-project/girls-can-too/>). For a full list of the awards also being presented that night, visit [www.thsmallbusinesssummit.ca](http://www.thsmallbusinesssummit.ca)

The Oct. 4 all-day trade show floor experience takes place between 8 a.m. and 5 p.m.

The Small Business Summit will feature presentations, keynote speakers, workshops and panel events with the following list of speakers:

' Verkindt ' Tech entrepreneur and the newest 'Dragon' on the CBC's, Next Gen Den and Founder of OMX. A new level of entrepreneurial success.

' David Baldarelli of Meridian Credit Union ' Strategy, management and execution of the new business paradigm: fostering e-commerce success.

' Ryan Fusina, director of sales at Mentor Works ' He will show how to accelerate strategic planning using government funding. Mentor Works will help find the way with a consultative, solutions-oriented approach.

' Sandra Kahale, 'In it to Win it' communicating powerfully and purposefully ' Presented by the Brampton Entrepreneur Centre, she is the creator of University of Toronto's popular Exploring Entrepreneurship program and is 'on a secret mission to promote entrepreneurial thinking everywhere.'

' Jennifer Poon of SunLife Financial ' Speaking to investment solutions and strategies for success managing small business and personal finance.

' Simon Burn of SDB Creative ' Strategic brand designer and content creator, Burn helps businesses get noticed, tell their story and build some brand love. He will talk about a few things to know when building a successful brand.

' Liz Catali of Lean Creative HR Solutions and Andrew Miller, The Leader's Playbook, are key players in the HR Panel of Experts who will examine the topics like innovation, employee engagement, motivation and leadership.

' Christine Gnass of WSI, an industry leader in harnessing the power of social media to leverage business success.

These information packed seminars will go all day. These sessions are free, but require pre-registration. These workshops and many more are all included in the price of admission.

The show will run from 6 to 9 p.m. Oct. 3, and 8 a.m. to 5 p.m. Oct 4 at Caledon Community Complex, 6215 Old Church Rd., in Caledon East.

The 30 per cent early bird discount ends Sept. 1. Register online today at [thsmallbusinesssummit.ca](http://thsmallbusinesssummit.ca), and while there, pre-register

for the workshops that are of the most interest. Spaces will fill quickly.