

## TORONTO SMALL BUSINESS FORUM

*Celebrating Entrepreneurial Success*

### WHO SHOULD ATTEND?

Entrepreneurs who want to learn how to start a business and those wanting to expand their business. You will discover the latest trends and tools for operating a successful business from startup to early growth, explore potential financing sources from both the public and private sectors, make valuable business contacts and access new markets all in one location!

### PLUS:

- ✓ Tour the trade show with over 40 exhibitors
- ✓ Be inspired by dynamic speakers
- ✓ Obtain valuable Tax and Entrepreneurial guidance
- ✓ Ask the experts at the "Bridges to Better Business"
- ✓ Discover the latest tools in small business education
- ✓ Enjoy the Wine & Cheese Celebration of Entrepreneurship

**Free Admission** to Opening Keynote Presentation  
*"The Power of Branding"* by Chris Ward of Riverhorse America

**Free Admission** to Trade Show featuring:

- B2B Product/Service providers
- Bank/Funding agencies
- Information Technology/E-commerce
- Government agencies
- Marketing Tools and Techniques
- Professional services

**Free Admission** to Seminars & Roundtable Discussions  
Attend special sessions on Financing, Growing your Business, Communication, Marketing, etc. Learn about tax programs and services administered in Ontario. Get your questions answered.

**Luncheon \$25 (in advance)** & Keynote Presentation *"Building a World Class Wine and Culinary Business"* by Jane Langdon, of Wine Country Cooking School and Strewn Estate Winery in Niagara-on-the-Lake.

For more information visit

[www.TorontoBusinessForum.ca](http://www.TorontoBusinessForum.ca)

or call (416) 289-5005

TUESDAY, OCTOBER 9, 2007

MARRIOTT Hotel, Downtown Toronto, Eaton Centre,  
525 Bay Street, Convention Level  
Toronto, Ontario  
8:30 am - 6:00 pm

The success of the Toronto Small Business Forum is due to the sponsorship and organizational assistance of the following:



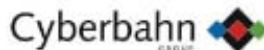
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Entrepreneurial  
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# TORONTO Small Business FORUM

Tuesday

October 9th 2007

Marriott Hotel

Eaton Centre

Presented by:  
Enterprise Toronto  
Centennial College Centre of Entrepreneurship

## TORONTO SMALL BUSINESS FORUM

*Celebrating Entrepreneurial Success*

Toronto Small Business Forum will bring together entrepreneurs and experts on small business strategies to help you take your business to the next level of success. Haven't started a business yet? No problem. You'll find all the information you need to get on the road to self-employment and personal success.

### PROGRAM:

8:30 am Coffee & Registration

9:00 am Welcome Address

9:15 am **OPENING KEYNOTE**

**"The Power of Branding"** Chris Ward, President,



Riverhorse America Inc.

All successful businesses have one thing in common: their differences. Each has something that's uniquely theirs - something that resonates with customers enabling them to stand out in a competitive marketplace. In this high-energy presentation, branding expert Chris Ward shares a proven formula for positioning any business to sell more, and for

better prices. Learn the importance of drilling down to uncover your 'ah-ha!' factor. Find out what works from someone who has built successful businesses from the ground up, and helped others discover their real competitive edge.

10:00 am - 4:00 pm throughout the Day

### TAX & BUSINESS-RELATED

#### INFORMATION SEMINARS

Are you a new or an existing business owner who needs assistance in understanding your business obligations? Gain valuable information on a large variety of Ontario tax and business-related programs.

### BEST PRACTICES OF SUCCESSFUL ENTREPRENEURS

Choose from a selection of interactive breakout seminars conducted by successful entrepreneurs and industry experts.

### SMALL BUSINESS TRADESHOW

Visit over 40 exhibitors. Exhibitors include funding and government agencies, educational institutions, and companies that provide a wide variety of products and services to entrepreneurs. Obtain valuable tax information! Speak with representatives of the Ontario Ministry of Revenue and other government agencies.

**Fantastic prizes will be drawn throughout the day!**

### BRIDGES TO BETTER BUSINESS

Roundtable Discussions

Session A: 11:00 am - 12:30 pm

Session B: 2:15 pm - 3:45 pm

Join interactive roundtable discussions to share business ideas and experiences, exchange ideas and network with other entrepreneurs. Topics include: financing, business planning, taxation, buying a business/franchise, import/export, market research, advertising, and internet/e-commerce.



12:00 - 1:30 pm **LUNCH KEYNOTE**

**"Building a World Class Wine & Culinary Business"**



Jane Langdon, Proprietor, Wine Country Cooking School and Strewn Estate Winery. Ten years ago Jane Langdon, a long time "foodie", created a unique business in Niagara-on-the-Lake. The Wine Country Cooking School at Strewn remains Canada's only winery cooking school, offering culinary vacations and classes for recreational cooks, and team-building classes for corporate groups. Winner of the Niagara Entrepreneur

of the Year Award for Tourism Enterprise and the Spirit of Niagara Award for Entrepreneurship, Jane will share her insights in building a successful business that has remained at the forefront of the wine & culinary tourism sector.

**Advance purchase by phone of luncheon tickets for \$25 plus GST is strongly recommended - Seating is limited.**

4:15 - 6:00 pm

### ENTREPRENEURSHIP CELEBRATION

Join Enterprise Toronto and the Centennial College Centre of Entrepreneurship as we celebrate the five 2007 Award Winners for outstanding entrepreneurship. Discover why these winners showcase the spirit of new entrepreneurs in the categories of:

*Best Business Performance*

*Most Innovative Product or Service*

*Most Improved Performance*

*Independent Television Producer of the Year*

*Enterprise Toronto Youth Business of the Year*

### Networking Wine & Cheese Celebration of

**Entrepreneur Success** - Get leads and contacts and have fun in the process. Meet decision-makers, suppliers and potential clients. Plan to rendezvous with old friends. Mingle with contacts and make new connections. Remember to bring lots of business cards!

Programs, forum events, exhibitors, speakers and times are subject to change.

**Attendees at the Celebration will each receive a special gift courtesy of Sage Software.**

Presented by:

**TORONTO SMALL BUSINESS FORUM**  
*Celebrating Entrepreneurial Success*

Tuesday October 9, 2007 Marriott Hotel

Downtown Toronto - 525 Bay Street, Convention Level  
FREE admission Open 8:30 am to 6 pm REGISTRATION STARTS AT 8 am

CENTENNIAL COLLEGE

Centre of Entrepreneurship



Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Company Name: \_\_\_\_\_ Type of Bus. \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ Prov: \_\_\_\_\_ PC: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax \_\_\_\_\_  
Please send me information on: \_\_\_\_\_ or Start-up  
Enterprise Toronto  Centennial College, Centre of Entrepreneurship

**3 WAYS  
TO REGISTER  
IN ADVANCE!**

FAX: (416) 439-0549

NET: TorontoBusinessForum.ca

MAIL: Toronto Small Business Forum  
c/o Centre of Entrepreneurship  
Centennial College  
P.O. Box 631, Station A  
Toronto ON M1K 5E9

For more information call  
(416) 289-5005

**Register Early!**

**Luncheon Tickets are Limited. To purchase, call 416-438-2216 ext 8585**  
Luncheon Tickets @\$25 each plus GST [Payment by Visa, MC, AMEX]  
Purchase at the door: \$30 plus GST. Cash Only.