



2nd Annual Business Conference and Tradeshow November 19, 2019, Penticton BC

7:30 - 8:30 am	Registration and Coffee
8:45 - 9:00 am	Welcome Remarks Geoff McIntyre - Business Advisor Food and Beverage Processing, MNP 9:00
9:45 am	Innovations in Leadership Panel Discussion <i>Rita Kitsch - Kitsch Wines, Joshua Vanderheide - Fieldhouse Brewing, Tom Krywko - Sea Cider</i>
9:45 - 10:00 am	Funding Opportunities <i>Maria Gonzales, BC Consulting Lead, Food and Beverage Processing & Cannabis, MNP</i> <i>Matt Van Dijk, FCC</i>
10:00 - 11:00 am	Tradeshow Opens/Coffee Break
11:00 - 12:00 pm	Morning Concurrent Sessions: <ul style="list-style-type: none"> • Sales & Marketing, Digital Marketing Strategies to Drive Sales <i>Adrienne Stillman - Marketing Director, WineDirect</i> • Finance/Operations, GST/PST/Excise Tax: Navigating the Maze <i>Geoff McIntyre - Business Advisor Food & Beverage Processing, MNP, Heather Weber - MNP</i> • Human Resources, Attract and Retain Your People in an Employment Market <i>Shawnee Love - Principal, LoveHR</i>
12:00 - 1:30 pm	Lunch and Beverage Bar Open / Tradeshow
1:30 - 2:30 pm	Lightning Talks: Resolving Common Business Challenges with Innovative Solutions
2:30 - 3:15 pm	Coffee Break / Tradeshow
3:15 - 4:15 pm	Afternoon Concurrent Sessions: <ul style="list-style-type: none"> • Sales & Marketing, Using Agencies to Build Sales: An Agent Perspective <i>Paul Rickett - VARketing!, Brian Berry - Revelry Import Company, Selwyn Rawstron - Provincial Sales Manager BC, Empson Wines Canada</i> • Finance/Operations, Hidden Financial Costs and Dangers of Termination: A Legal Perspective <i>Christopher Wiebe - Partner, Farris LLP</i> • Human Resources, Enhance Your Performance Through Effective Delegation <i>Shawnee Love - Principal, LoveHR</i>
4:30-5:30 pm	Afternoon Concurrent Sessions: <ul style="list-style-type: none"> • Sales & Marketing, Turning Buyers into Believers: How to Create Raving Fans <i>Pete Lockett - Lockett Vineyards</i> • Finance/Operations, You Are Never Too Small: Cost Effective Benefits Packages for Your Valued Employees Tom Dyas - TD Benefits, Geoff McIntyre - Advisor Food & Beverage Processing, MNP • Human Resources, Conflict Management: From Best Practices to Best Failures <i>Terri Eriksen - Navy and Sage Benefits, Jennifer Sencar - BC Employment Standards</i>
5:30 - 6:30 pm	Tradeshow
6:30 - 8:30 pm	Social and Networking Event at Cannery Brewing