

SENECA College

Presenter Name	Bio	Topic
Rani Pendse	<p>Rani Pendse is a Strategic Alliances Manager at Rogers and manages key partnerships to bring new technology to market faster and drive sales revenue in her organization. Prior to this, Rani has worked in different industry verticals and continents, in various roles ranging from product marketing, product management to biotech research. Her previous experience includes launch of mobile devices and software subscription services aimed at small businesses to large commercial enterprises.</p>	<p>How to research a business idea - going from the “inspiration” to a solid business case.Product launch planning requires a lot of data at each stage, so its imperative to summarizing the stages, what type of data is needed for each, where to find the info and how to put it together</p>
Tak Wing Law		<p>Topic: Business in Numbers</p> <p>Items: 1. Introduction - Life of a firm (5 minutes) 2. Critical success factors of a firm (5 - 10 minutes) - Innovative - Unique - Customers satisfactory and experiences 3. Specific numbers in business (25 - 30 minutes) - Sales - Unit production cost - Gross margin - Operating cashflows - Capital 4. Q & A (5 minutes)</p>

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Prince Khan	<p>Prince is a University of Guelph-Humber Alumni who has had plenty of experience with DECA-UGH and DECA U as an award winning delegate, a mentor and a judge. Upon graduating the University of Guelph-Humber, Prince joined the City of Brampton as a Small Business Services Representative. As he worked throughout the first year in his career, he was able to attain a lot of various skills in all facets of business through workshops, seminars, meetings and networking with clients who wanted to start their own small business in Brampton. Over this past summer he transitioned into a Youth Entrepreneurship position where he managed a Grant program called Summer Company where he interviewed and selected 30 students to run their own business over the summer and provided them funding, training and mentorship along the way. He now has moved up to becoming a Business Associate at the City of Brampton and offers consultations, runs workshops and provides advice to aspiring entrepreneurs to help them develop a plan for their business. Prince's overall goal is to educate entrepreneurs on the requirements of starting a small business and teaching them what it take to be a successful business owner.</p>	<p>The topic I would like to discuss is Idea Validation and Market Research. This topic basically covers the basics of generating an idea, evaluating it and then turning it into a viable product/service. I will also include touch points on market research that I believe students should be aware of. I work with Small Businesses every day and I feel this is where most of them really get stuck. Hopefully this session will open up some creative thoughts for the students in the room.</p>

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Mira Sirotic	<p>Mira is currently the Executive VP at Alltralinx Group who graduated from the University of Waterloo. Over the last 20+ years, she has held a wide variety of roles, including positions at the Certified Management Accountants of Ontario (now CPA Ontario), Imperial Oil Limited (IOL), Manulife Financial, Hudson's Bay Company (HBC) and the McMichael Canadian Art Collection. In her current, more entrepreneurial, role as the EVP for Alltralinx, Mira's focus is on business development and relationship management activities that support new partnerships and create global channels for goods and services to flow. Alltralinx's major projects now span several industry segments, including: advanced medical equipment, pharmaceuticals, consumer packaged goods, engineering services and petroleum products. Overall, she strives to create value for all parties by connecting with people and organizations who believe in creating Win-Win-Win results.</p>	<p>The 6 Ps to Entrepreneurial Success Whether you are pursuing a career as an entrepreneur, an employee, or both, certain key factors must be understood and effectively managed in order for you to enjoy true and lasting success. Mira will share many personal experiences and examples from other famous entrepreneurs that will reveal the 6 Ps to Entrepreneurial Success. Don't miss this valuable talk that will reveal universal, timeless and proven factors that will support your success in any entrepreneurial ventures and many other aspects of your life and career.</p>
Lauri Asikainen	<p>Lauri Asikainen is a professional company development coach, facilitator and trainer who specializes in helping business leaders and their teams achieve their full leadership potential. Combining a mix of professional leadership development – Deep Lead®, a scientifically proven learning program widely utilized in Europe – and expert business strategy, Lauri works with leaders like you to develop your interaction competence for more confident, effective leadership.</p>	<p>Title: You are already a leader - this is how you can get better at it- Developing own leadership is not easy but it does not have to be complicated</p> <ul style="list-style-type: none"> -- You know a lot already, we will build on that -- Learn what excellent leadership behavior is -- Become aware of the two bad traits -- You are in charge and in control of your own development -- take away one or two things you can do, starting right away

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Kyle Blaney	<p>After working as a software developer for 16 years, Kyle Blaney is now an outreach coordinator for SHAD, an enrichment program for high school students (www.shad.ca). He's fortunate to spend much of his time enjoying Canada's vast and magnificent wilderness. During the school year, he travels the country promoting the program. In the spring, he camps between his home in Belleville and the program's University of British Columbia campus in Vancouver, where he is a faculty member focusing on pure mathematics, computer science, and photography.</p>	<p>In this presentation, Kyle will inspire the audience with stories and photos of nature adventures all over North America. Kyle has kayaked with grizzly bears and watched them mate. He has stood in awe as a humpback whale repeatedly breached right in front of him. He has had a flat tire on Yukon's Dempster Highway and been prepared to camp beside the road. He has observed in stunned silence as a Kermode bear pounced on unsuspecting salmon. He has photographed a bird in Prince Edward County that confounded North America's leading experts and was eerily similar to one not seen since the 1830s. Kyle will share the stories that led to these photos (and many more!) and explain how lessons learned from nature photography apply to an entrepreneur.</p>
Sonja Fernandes / Samantha Laliberte	<p>We are three young and entrepreneurial new graduates from Western University who met at our campus entrepreneurship centre. We launched Ezzy Lynn in May 2014 and have ambitious plans for what's to come. Ezzy Lynn is a lifestyle brand of trendsetting apparel and accessories. Each item represents a unique endangered animal which we adopt through WWF-Canada from proceeds of each sale.</p>	<p>Startup Founders Reveal 5 Ways to Build a Strong Culture</p>
Katie Dempsey	<p>Katie Dempsey is a co-founder of Brand Ambition, a Boutique Creative Agency that offers marketing, web and branding support to businesses. Katie speaks frequently about how social media is changing business, and how the consumption of images and photography online is making beauty a business metric.</p>	<p>Communicating Your Brand On Social Media</p> <p>Social media has become more than just "social". It is now changing the way that consumers shop and the way they connect with business. Learn about the changing trends in social media, and how to design a brand that communicates well on these online platforms. Grow loyalty, and enter the sales funnel before your competitor.</p>

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Michael Tung	<p>I started my first company at the age of 16 wholesaling clothing, then started my own clothing company soon after during my first year of undergrad. During my undergrad I worked at a boutique marketing company that spearheaded unparalleled experiential marketing campaigns across all the university campuses in Ontario. My life changed in my second year of undergrad when I was offered an intern position with a hedge fund but instead to took an internship at a music marketplace start-up called Tunezy. Fast forward a few years later, I graduated from Brock University with a degree in Financial Economics. Throughout my years of undergrad, I started a beverage company, did business consulting for my friend's start-ups and other businesses which led to many more opportunities after I graduated. After graduation, I had the opportunity to work for many different corporations and start-ups of many different industries - Cosmetic Retail, Commercial Insurance, asset-based lending, car dealership, investment firm, eCommerce start-up, SaaS start-up, Wholesale Insurance and now in the Life Reinsurance industry. Today, I spend the majority of my time doing business consulting, life coaching, angel investing and launching my own ventures - most recently, an Excel case based course and a baby products company.</p>	Is Entrepreneurship for you?
Zane Hussein	<p>Zane loves to unpack big ideas and spends his days doing just at Focus Business Consulting, a firm he runs with four partners. He has worked for the US government, a few startups, and firms like 3M and Samsung, but whatever the setting he brings curiosity and creative energy to his team and is passionate about all things digital and strategy related. In his spare time, he volunteers with a few awesome organizations, explores new parts of the world, and reads everything from manga to Foreign Policy Magazine. He has a bachelors degree in International Relations from the University of Toronto and is currently completing his MBA. You can tweet him @zanehussein, watch his life unfold on Instagram @zaaaaaaaane, or look him up on LinkedIn (https://ca.linkedin.com/in/zanehussein).</p>	As for the topic, I'm planning to go over the do's and don'ts of starting a professional services company on your own and as a young person, from building your brand to putting a team together and winning repeat customers.

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Presenter Name	Bio	Topic
Sarrah Lal	<p>Sarrah is is an MBA candidate interested in business strategy, as well as the use of data analytics to develop insights into competitor or consumer behaviour, and unlock business optimization and development opportunities. Before her Partner role at Focus Business Consulting, she worked within quality assurance and method optimization/development units at radiopharmaceutical and vaccine companies such as Sanofi Pasteur, the Business Intelligence strategy team at BMO Financial Group, and the Corporate Marketing Intelligence group at Samsung Electronics Canada. Sarrah graduated from the McMaster University Chemical Biology program where she pursued interests in bio-analytical methodologies, clinical trial development, and infectious disease research. She is Chair of the annual DeGroote MBA Case Competition, a competition focusing on technology and digital innovation, an executive member of the Canadian College of Health Leaders (CCHL), DeGroote Women in Management and Health Management Associations, and is involved in consulting projects with public, private, start-up and nonprofit organizations. She is always seeking opportunities to gain new perspectives, and loves mountain climbing, artistic photography, and psychological thrillers.</p>	<p>Title: Leveraging Data for Strategic Decision Making Description: There is a seemingly infinite amount of information available at our fingertips. Identifying what is relevant is difficult, but once we succeed in finding this relevant information, how do we use it to drive business performance? This workshop will dive into some of the key industry questions being answered through data analyses.</p>
Randy McLelland	<p>I am a professional accountant with over 20 yrs experience (10 yrs as a controller). I have been a former CGA Chapter Chair and made numerous presentations to various students on becoming a CPA/CGA.</p>	<p>Art of an Effective Presentation</p>

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Presenter Name	Bio	Topic
Tracey Bissett	<p>Tracey is an accomplished professional with 20 years of experience in the financial services industry working directly or indirectly with personal, commercial and corporate clients to help them achieve their financial goals. A demonstrated passion for increasing financial fitness coupled with lending and risk management experience led to the establishment of Bissett Financial Fitness Inc.</p> <p>As President and Chief Financial Fitness Trainer, Tracey works with clients to help them understand and improve their level of financial fitness with a goal of increased confidence using their financial skills so they can be successful in their financial life. She works with people of all ages, focusing on youth and young adults, as well as engages with companies and not-for-profit entities in various capacities including one on one coaching and contracts focused on financial services and risk management assignments. In addition, she teaches and leads speaking engagements to increase financial fitness awareness.</p>	Topic: Financial Fitness - Basics of Budgeting
Hadriana Leo	<p>Hadriana Leo is a Money Navigator and Finance Coach. She combines her years of experience as an investment advisor with her love of teaching, helping clients connect mindset and math to achieve money mastery. With her unique, judgement-free approach, Hadriana assists clients to rapidly free themselves from the burden of debt and realize their money-funded dreams. She understands that we all can live extraordinary lives, but sometimes we need a little help along the way.</p> <p>Hadriana is mother to 2 amazing daughters. She juggles the same million and one things that women so often do and is living her own journey to extraordinary!</p>	A+ Money Grad. I will offer to look at Creating a Cash Flow plan.

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Jim Pagiamtzis / Sujit Reddy	<p>Jim Pagiamtzis helps entrepreneurs to Learn, Speaker and Socialize with proven strategies that work! , Author Get Connected 21st Century Online and Offline Strategies. Hosts of Blogtalk radio show interview awesome entrepreneur that make a difference. Director of the Public Speakers Association, Core Certified Solution Provider with Constant Contact and currently work for digital marketing agency.</p> <p>Avid reader and cycling the streets of Toronto. Got in to Acting in 2014 two mini films (Blind and Struck) and feature film (The Girl Without A Song) and reality TV show and was interviewed for Career Spotlight Feature with Centennial College (December 2014) and most recently small speaking part in upcoming film Downsized (December 2017) with Matt Damon and Kristine Wigg</p> <p>Review books on my blog since July 2014. Write reviews for events and movies and spotlights feature on entrepreneurs. Diversity Member FedEx Freight Canada 2008-2011</p>	How become a savvy networking in the 21st Century online/offline strategies

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Jim Pagiantzis / Sujit Reddy	<p>Sujit Speaks is a branch of Human Capital Solutions which was founded in 2008. Sujit Speaks has an over-arching mission to become the global thought leader on visible physical disabilities and related social issues, and be the catalyst for positive change to enhance the lives of people living with visible physical disabilities & empower them to take charge of their lives and own circumstances regardless of their perceived limitations.</p> <p>Sujit Speaks has a particularly strong committed focus towards the youth of the world as they will be the future leaders of our Global Community.</p> <p>Sujit has spoken to various audiences, including:</p> <ul style="list-style-type: none">a) The City of Toronto Summer Camp Staff for People With Challengesb) The City of Bradford Community Improvement Planning Staffc) Canada Job Expo – Social Media & Personal Brandingd) Public Speakers' Association as a Featured Speakere) MoMondays: Brampton, Niagara Falls & Toronto <p>Sujit has sought to make the world a better place for all, as a "Social Currency Millionaire", meaning he has a lot to offer personally and continues to do so every day. Sujit looks forward to connecting & collaborating with you & your organization to assist in "Empowering You To Empower Yourself!"</p>	<p>How become a savvy networking in the 21st Century online/offline strategies How become a savvy networking in the 21st Century online/offline strategies</p>

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Leslie Tang	<p>My name is Leslie Tang, 19 years of age. A Canadian with ancestral roots from China; I have been raised and born in Niagara Falls. I am currently enrolled in my second year of university, studying at the University of Toronto. I am enrolled in an economics program, currently targeting a specialist for my undergraduate. I have an extreme fascination with the academics as well as a strong passion for hobbies such as sports and travelling. Volunteering in general is a delightful activity for myself; I love aiding the community. On another scope, unrelenting tenacity is a fundamental trait I possess; perseverance is what I strive to always achieve. There is a bountiful more I could expand on but I believe you can discern quite a lot from my short autobiography already so I will leave it at that.</p>	<p>My topic I would be discussing has to do with money. It is an overview of what money really is, how it works, and leading off to equip students with the fundamental knowledge as well as applicable skills to personal financing. With the acquisition, the students will have a stronger foundation in financial literacy and better money management skills.</p>

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<p>Paul Litwack</p>	<p>As the Capability Improvement Coach®, Paul Litwack MNLP MTLT MCHt empowers business leaders on four continents to apply proven performance strategies from his Get Unstuck NOW! Breakthrough Coaching System to achieve improved, measurable results, normally in minutes, guaranteed since 1976. His personal DECA-related experiences includes as a competition judge, Regional Entrepreneurial Conference Keynote Speaker and as supportive Dad for his son's successful DECA experience (now a seasoned successful Business Executive too.) Paul welcomes questions and ideas from business-minded entrepreneurs like you via his custom DECA web page: http://stfi.re/bepdkoo</p>	<p>How to know that you know what you know you know. You know? Listening Skills for Leaders Who Want to be ... Heard!In this fast-paced, highly participative session, come prepared to apply proven performance strategies from the Get Unstuck NOW! Breakthrough Coaching System to achieve improved results, on the spot! The key is to empower yourself to operate as your Best Self (that's Coach Paul's expertise).</p> <p>And you pick the performance results you desire to improve, right in this session (common ones include: decision-making under pressure, Speaking like a Pro, Better study skills, Irresistible deal making, Achieving instant rapport with anyone, Being guided by your Inner Truth)</p> <p>Can't Wait? Gooooood! For those who desire to get a head start, right now, how soon will you decide now to help Paul design your DECA session specifically for you. Maybe even score a quick 5-minute empowerment call from Paul before the session. That's right! Ask him your most important self-improvement question right now and suggest topics that you believe will serve you best: http://stfi.re/bepdkoo</p>

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Sherri Dickie	<p>Sherri Dickie started with Vector Marketing Canada in April 1996 as a University of Guelph student. During her time in sales, she served on the Field Sales Manager Advisory Board, and she was awarded the Carmen Buehner Memorial Award, recognizing those who are leaders not only in Vector, but who also give back to their communities. One of Vector Canada's sales leaders, Sherri is a Vector Court of Honour member.</p> <p>In 2005 Sherri was promoted to Division Recruiting Assistant and the following year she took on the challenge of developing and leading Vector Marketing Canada's first Call Centre. In her various leadership roles she has trained hundreds of call centre agents, sales representatives and managers.</p> <p>In July of 2007, she accepted her current role with Vector Marketing Canada's executive team, as the National Campus Recruiting Manager. She focuses on advertising, meeting students across the country, creating recruiting best practices, and the training and development of their leadership team. As Director on the CACEE Board, Canadian Association of Career Educators and Employers, she is passionate about building recruiting partnerships with Canadian campuses, as well as duplicating the Selling Smiles 101 ® program, an experiential service learning project at the Haskayne School of Business, at other institutions. She champions Vector's sponsorship opportunities, and has actively partnered with DECA Ontario for over 8 years.</p>	"The One Skill all Entrepreneurs Need"