



Tuesday, September 11

5:30 p.m. to 9 p.m.

Conference Agenda

(Will be updated with additional details and speaker prior to event)

Sponsored by:



The Message has been heard loud and clear!

Rupertites want an accessible local marketplace that celebrates local products, food and talent to visitors and residents. Independent businesses told us they have professional development needs and learn more about how to build their micro businesses.

Hecate Strait Employment Development Society, Ecotrust Canada’s North Coast Innovation Lab (NCIL) & Community Futures Pacific Northwest are partnering to make this happen.

The Trading Coast Conference brings together small vending oriented entrepreneurs, some of Rupert’s most innovative small business owners, small business program experts for learning and networking.

All the participants will take part in the outdoor Trading Coast Market on Saturday, September 22 from 11 am to 3 pm. It will also include food vendors and entertainment. The Seabourn Sojourn will be visiting that day with 450 passengers and we all know that Rupert residents will be checking this market out – rain or shine!

Registration 5:30- 5:45		
Welcome and Introductions 5:45-6:00		
Come and Go	Presentations/ Discussions	Preregistered Course
6:00-7:30 Solution Station/Snacks and Refreshments	6:00-6:30 Social Media Marketing	6:00-7:00 What's Your Signage?
6:00-7:30 Small Biz Start Up Info and Networking	6:30- 7:00 Great Service to Make that Sale	
6:30 – 8:00 Get Set Up on Social Media	6:00 – 7:30 Top Notch Displays 6:00-6:30 Richard Haley 6:30-7:00 Christy Paquet 7:00-7:30 Lucy Pribas	
	7:30 – 8:45 Build Your Business	
Wrap up 8:45-9:00 (Note: Times may change as the agenda gets finalized)		
The conversation will continue at the Wheelhouse from 9 – 11pm if you are so inclined!		

Session Descriptions

Welcome

Join the hosts for the Trading Post Conference Kick Off in the Solution Station

Nathan Randall, Ecotrust Canada, North Coast Innovation Lab

Shauna Wouters, Hecate Strait Employment Development Society

John Farrell, Community Futures Pacific NW

Our Concierge: Tyler Portelance, Hecate Strait Employment Dev. Society

Solution Station

Hosts: Nathan Randall, Ecotrust Canada, North Coast Innovation Lab

Shauna Wouters, Hecate Strait Employment Development Society

The best ideas come from collaboration! Stop by the Solution Station for a short time or a long time. Is a large scale market feasible in Prince Rupert? How can small entrepreneurs be a bigger part of the tourism economy? Come be a part of building a future where small and micro businesses can thrive and grow!

Top Notch Displays

Hosts: Lucy Pribas, Homework & Seahorse Trading

Richard Haley, Argosy & Haley Apparel

Christy Paquet, e'Klektik Trading

Visit the display room designed for you to experience top notch display techniques for your vending business. Get tips on displays and packaging from owners of some of Prince Rupert's most eye catching shops. Our experts will be there to chat with you about ways to display your products.

Small Business Start Up Info and Networking

Hosts: Community Futures Pacific NW

Taylor Bye, Hecate Strait Employment Development Society & WorkBC

Marko Gordon, Futurpreneur & ThriveNorth

Rosa Miller, Northern Savings Credit Union

Drop in to visit small business experts on programs and services available for entrepreneurs at all stages of their journey. This crew knows their stuff. They can help solve a problem, help you grow and get connected.

Get Set Up On Social Media

Host: Reid Skelton-Morven & Matthew Kloepper, Northern Online Results

Reid and Matt are here to help you get setup in the ever changing Social Media world. If you don't currently have a social media account, this is your chance to get assistance from a pro to get started. Stop in even if you are already rolling, they will give you tips to improve your online presence and performance as these hosts are leaders in helping businesses engage online.

6:00 – 6:30 Social Media Marketing

Host: Frances Riley, The Argosy

Frances Riley brings her award winning social media advice to help you understand the value of your online presence.

6:30 – 7:00 Great Service to Make That Sale

Hosts: David Smook, Homework & Seahorse Trading Co.

Tyler Portelance, Hecate Strait Employment Development Society

David will share his secrets on great service that are proven to increase sales. Get real information on improving the buying process and increasing customer retention. This interactive workshop will guarantee you leave with a few new tricks up your sleeve.

7:30 – 8:45 Build Your Business

Hosts: Frances Riley & Richard Haley, Argosy & Haley Apparel

Christy Paquet, e'Klektik Trading

Reid Skelton-Morven, Northern Online Results

John Farrell, Community Futures Pacific NW

Taylor Bye, Hecate Strait Employment Development Society & Work BC

Local entrepreneurs will present their pathways to build businesses with unique items. They have experience in markets, working with niche products, getting into retail, and running a side hustle! Our small business program experts will share how they can work with micro-entrepreneurs to take it to the next level.

6:00 – 7:00 What's Your Signage? *Registration required 9 seats available

Host: Alicia Garcia, Hecate Strait Employment Development Society

Your logo is the face of your brand. The image tells the world what you're all about. Join our graphic designer Alicia Garcia to learn the dos and don'ts of branding on a budget. You will get to work and create a logo you can use on social media, business cards and price tags. You will walk away with a laminated sign that you can frame for your booth!

Wrap Up

Meet with all the hosts and presenters on the 3rd floor. Share what you have learned. Check out all the great ideas on the wall. Get ready for the Trading Coast Market. The conversation will continue at the Wheelhouse from 9 pm – 11pm if you are so inclined!

Biographies

The biographies are listed in alphabetical order.



Alicia Garcia (HSEDS)

Alicia will be leading our Branding on a Budget Workshop "What's your signage?" She brings over a decade of expertise in graphic design to the Logo Workshop. Having helped many small businesses across the country create unique logo's that embody their business, brand and/or identity. Join Alicia in "What's your Signage?" and create your ideal brand/identity into a great logo you can use for all your media platforms.



Christy Paquet (e'Klektik)

One could say entrepreneurship is in Christy Paquet's blood. Raised by self-employed parents in Prince Rupert, it was only natural she would seek a similar lifestyle. Christy graduated with a Bachelor of Commerce in General business from UNBC in 2001, and went straight into business ownership. In 2016, she simultaneously started and continues to operate a unique retail business called e'Klektik Trading - a concept encouraging microbusinesses to space share. With over 18 years of experience, Christy brings an extensive background in managing a small business; from marketing and promotion to bookkeeping, procuring and hiring.



John Farrell (Community Futures Pacific NW)

John Farrell is one our event co-hosts leading the small business startup info and networking session as well as a host in the Build your business panel. John is the General Manager of Community Futures - a bank for entrepreneurs. The organization's entire mission is based on making business owners successful. In the last five years, they helped more than 50 local businesses get established and grow. When not at work, John works with his wife in their two thriving restaurants.



Lucy & David (Homework & Seahorse Trading Co.)

Lucy Pribas and David Smook are co-owners of Homework and Seahorse Trading co, committed to selling contemporary home furnishings, life accessories, toys, books and clothing. Through their business David and Lucy promote local industry, regional designers and Canadian made products. They try to provide a warm and welcoming environment with a range of products designed to appeal to a wide cross-section of shoppers. Lucy brings her keen eye for design to the top notch display workshop while David brings his experience in sales techniques to the great service to make that sale workshop.

Marko Gordon (Futurpreneur & ThriveNorth)

Matthew Kloepper (Northern Online Results)

Matthew was born and raised in Prince Rupert. From the age of 7, he has had a passion and flair for technology and graphic design, which has led him to a wide array of jobs, ranging from fisheries, to construction, to various IT & Tech Positions around town. Matthew brings his computer tech know how and his eye for details to help you "Get set up on social media". He is currently completing a double bachelor's program, majoring in Accounting and Finance, with a minor in Management Information Systems. Matthew is also the co-founder of Northern Online Results (N.O.R) A full-service Digital Marketing & Creative Agency, which he co-founded with his business partner and long time friend, Reid Skelton-Morven.





Nathan Randall (Ecotrust Canada)

Nathan Randall is a co-facilitator in the Solution Station and is the Project Manager for Ecotrust Canada's North Coast Innovation Lab, an initiative designed to spark innovative, community-led economic development projects in Prince Rupert, BC. Hailing from Guelph, Ontario, Nathan holds a Bachelor of International Business degree from Carleton University, and was a 2015/16 participant in the Aga Khan Foundation of Canada's International Youth Fellowship Program.



Reid Skelton-Morven (Northern Online Results)

Reid founded MotivNations, a social enterprise that provides self-mastery programs, and modern entrepreneurial skills training for youth, Skeena Exterior Cleaning and Coatings, which made him a finalist in the 2017 ThriveNorth Business Challenge. And Northern Online Results (N.O.R) A full-service digital marketing and creative agency, which he co-founded with his Business Partner & longtime Friend Matthew Kloepper. Reid brings his wealth of experience and social media savvy to the "Get set up on Social Media" room. He currently serves as a Director of the Prince Rupert & District Chamber of Commerce, and the Public Relations Officer for the Prince Rupert Toastmasters Club, and in his spare time mentors the CHSS Aboriginal Entrepreneurship Program.



Richard & Frances (The Argosy & Haley Apparel)

Richard Haley and Frances Riley co-own two local businesses: the Argosy, established in 2013, and Haley Apparel, a t-shirt printing company that Richard started in his basement in 2006. They also run a popular vacation rental property over on Haida Gwaii. In 2017 the Argosy won the Small Business BC award for Best Marketer, as well as several Prince Rupert and District Chamber of Commerce Business Excellence awards. Frances brings her award winning social media advice to the Social Media and Marketing workshop while Richard brings his style and flare to the top notch display portion.

Rosa Miller (Northern Savings Credit Union)



Shauna Wouters (HSEDS)

Shauna is one of our event co-hosts and a co-facilitator in the conference Solution Station. To the Solution Station she brings a passion for local economies that are built for the people by the people; a small business background; and has worked with groups of all sizes to turn ideas into action on the ground. Join Shauna, and Ecotrust, in the Solution Station to help plan for an outdoor marketplace and local economy that includes small businesses like you!



Taylor Bye (HSEDS & WorkBC)

Taylor Bye is the client service team lead for the WorkBC program. A provincially funded program aiming at getting people the training and schooling required to get them back in the workforce or to further their careers. He also has a focus of the Self-Employment program which helps entrepreneurs get their dream of owning a business off the ground by providing mentorship and training with the possibility of living supports while on the program.



Tyler Portelance (HSEDS)

Tyler is our concierge for the evening and a Trainer and Facilitator with Hecate Strait Employment Development Society. He has worked in the customer service sector for 15 years and brings his knowledge and passion for a great customer experience to the classroom, helping to prepare students for work in the customer service sector.

ACKNOWLEDGEMENTS and THANKS]

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