



The Business Value of Advisory Boards and Boards for Small and Medium-Sized Enterprises

Institute of Corporate Directors, BC Chapter (Victoria)

Lunch Session – Wednesday, November 5, 2014

Savvy entrepreneurs know that when they surround themselves with the right people, their business benefits.

Come to hear **Michel Bergeron** (BCD) and our local panelists **Daniela Cubelic** (Silk Road Tea) and **Scott Phillips** (StarFish Medical), offer new insights into the value of advisory Boards for smaller companies. Mr. Bergeron will share the results and insights from new research on the entrepreneurs' use of advisory boards and boards of directors. Learn who does, who doesn't, why and why not. Most importantly, hear from our panelists about the strategic value of adding expertise and counsel to your decisions for your firm, and how to get it.

Background

BDC is the only bank in Canada that is dedicated exclusively to entrepreneurs. BDC undertook the first-ever Canadian study on the use of advisory boards by small and medium-sized enterprises (SMEs). The aim of the study was to discover the existence, composition and operation of advisory boards in Canada and determine if empirical data supports the assumption that an advisory board has a positive impact on the performance of privately owned SMEs in Canada. The study describes how advisory boards work in these businesses and quantitatively demonstrates that SMEs that use them have superior growth and better financial results.

Moderator

Gordon Gunn, a Partner in KPMG's Advisory Services practice will moderate the panel. Gordon has over 35 years of professional experience, including experience as a strategic planning facilitator and governance consultant.

DATE

Wednesday, November 5, 2014

TIME

Registration: 11:45am
Lunch: 12:00-12:30pm
Session 12:30-1:30pm

LOCATION

Union Club
Main Dining Room
805 Gordon Street
Victoria, BC

COST

Members: \$45.00
Non-Members: \$60.00

REGISTRATION

To register online, please visit
www.icd.ca

CHAPTER EXECUTIVE

Fiona MacDonald, Chair
Michael Calyniuk,
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Bob Elton, ICD.D
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Peter D. Gibson, ICD.D
Mike Harris, ICD.D
Erwin Malzer, ICD.D
Jane Peverett, ICD.D
Geoff Plant
Elizabeth Watson, ICD.D

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Michel Bergeron

Senior Vice President, Marketing and Public Affairs, BDC

Michel Bergeron was appointed Senior Vice President, Marketing and Public Affairs in 2012. He oversees branding and advertising, client experience, economic analysis, government relations, internal and corporate communications, marketing, public and media relations, research, strategic alliances and partnerships, and web strategy.

Mr. Bergeron has over 20 years of private, public and parapublic experience, dealing with financial sector issues, strategic planning, communication, branding and international trade matters.

He is a board member of Futurpreneur (formerly the CYBF) and of IC2 Technologies. He is also Chairman of The Montreal Group, an international association of development banks.

Mr. Bergeron holds Law degrees from Laval University and Dalhousie University, and a Master of International Relations degree from Laval University.

Daniela Cubelic

Owner and Founder, Silk Road Tea (Victoria)

Daniela Cubelic is the owner of Silk Road Tea, headquartered in Victoria's Historic Chinatown. Silk Road has been in business since 1992 and has received local, national and international acclaim. Silk Road operates a manufacturing facility locally which creates the renowned organic, fresh, premium quality teas, skin and bodycare products. It also has two retail outlets in Victoria, an award-winning spa, a webstore which offers Silk Road products to consumers across North America, and a wholesale division which supplies hotels, spas and retailers.

Daniela is very active in the community and has been involved with many boards and committees. She is currently volunteering her expertise toward the creation of a sustainable conservation based economy in the Great Bear Rainforest, is a founding board member and past Chair of Marketing for the Downtown Victoria Business Association, and is past Chair of the Victoria Dragonboat Festival.

Daniela recently created a "think tank" (acting akin to an advisory board) which assisted her in the recent launch of game-changing new teabag, which is poised to create significant growth for Silk Road. She found value in the diverse thinking, but also believes it's important to distinguish when it is useful to have an advisory board and when not. She will share her insights.

Scott Phillips

Founder and CEO, StarFish Medical (Victoria)

Scott Phillips is the founder and CEO of StarFish. Over 15 years ago, he set out to build a company dedicated to creating world class medical devices. Today's StarFish is a leading Medical Device Design company with a full complement of design, development, and manufacturing services with 60+ employees.

Scott holds a degree in Engineering Physics from the University of British Columbia. Prior to starting StarFish, he worked in diverse areas such as lithium battery development and manufacturing, UV spectroscopy instrumentation and hi-fi audio speakers.

Scott has benefitted from the creation of an international advisory board that has assisted him for many years. He will share his insights as to when and how best to work with such a board. You can get a sneak preview at <https://www.youtube.com/watch?v=NgNJMv95Dml>.