

Centre for Innovation, Management and Enterprise Education presents:

Corporate and Social Responsibility in Family Business Operations and in Small-Medium Enterprises (SMEs)

This is the fifth seminar in the Family/Private Enterprise series, which may be taken alone or as part of the series. Family businesses and SMEs are known and often have great reputations in the area of community involvement. It appears that working in a family or small business engenders the sense that we are all part of a community which is really an extended family, one which demands our attention for community causes and projects in the same way we dedicate ourselves to our own family or private business operations.

In this seminar we will look at how small and medium enterprises and family businesses provide leadership in the community and why this is important. We will also look at techniques of creating a personal brand along with networking strategies for owner-operators and individual family members.

Tues. May 13, 2014 9 a.m. - 4 p.m.

Chamber Education Centre, 1 St. Paul St., St. Catharines

\$299 plus HST (lunch included)

Instructors: Team of Tatyana Sokolyk, Rashmi Biswas, Janice Locke

Tatyana Sokolyk is an Assistant Professor of Finance at Brock University. Dr. Sokolyk's research in entrepreneurial finance focuses on ownership structure and the use of credit by young entrepreneurial firms. Her research papers have won the best paper awards at several academic conferences and have been mentioned in The Financial Times and Boston Globe. Dr. Sokolyk taught entrepreneurial finance at the University of Wyoming prior to joining Brock University's Goodman School of Business.

Rashmi Biswas is co-owner of Lake and Associates Canada Inc., an Ontario based Management Consulting firm. An accomplished business leader with experience in the travel, gaming, retail, and car rental industries, Rashmi has worked in corporate and academic arenas in Canada, the US, and the UK. Rashmi is particularly skilled in the diagnosis and development of workplace learning solutions to address operational and strategic business needs. An experienced coach, and exceptional facilitator, Rashmi holds an MSc in Human Resource Management, a BSc (HONS), a Postgraduate Certificate in Adult Education, Facilitation and Training, and is a certified Myers-Briggs© Practitioner. Rashmi is the author of Rash Decisions: Accept where you are, and then...Be Amazing published by Balboa Press in January 2012.

Janice Locke, CPA, CA is a senior executive, entrepreneur and educator who has held the positions of CEO, COO and CFO for a variety of companies ranging from \$40 to \$225 million in North America and Europe. She is the recipient of both the Women of Influence and Women of Distinction Award for Business Leadership and Community Involvement. In addition to teaching at McMaster University and the Rotman School of Business, Janice partners with private and not-for profit organizations in all aspects of business leadership and success.

To register for any seminar, please call the Greater Niagara Chamber of Commerce Office: 905 684-2361 OR e-mail admin@gncc.ca.