



# Global Entrepreneurship Week

## November 13<sup>th</sup> - 15<sup>th</sup>, 2012

*Learn how to build a network and start a business that changes the world.*

November 13 12:00pm – 1:00pm Crowfoot Room	November 14 12:00pm – 1:00pm Crowfoot Room	November 15 12:00pm – 1:00pm College Theatre
<b>Create Your Picture: How to Use Your Network for Projects You Care About</b>	<b>Sweet Pure Life: How to Start a Business that Transforms Your Life</b>	<b>Ten Trees Planted for Every Item Sold: How to Change the World, One T-Shirt at a Time</b>
<b>Free pizza!</b>	<b>Free pizza!</b>	<b>No food in the College Theatre</b>
<p><b>Jace Anderson</b> is the owner of <b>MPRO</b>, a boutique marketing consultancy operating in Medicine Hat since April 2010.</p> <p>A dedicated Rotarian and community volunteer, Jace is an expert when it comes to leveraging social media – especially Twitter – in support of the projects that he cares about.</p> <p>In this presentation, Jace will talk about how to <b>envision your future</b> and take steps to make it a reality. He will tell why <b>networks are the most powerful tool for affecting positive change</b>.</p>	<p><b>Stella Sehn</b> is the founder of <b>Sweet Pure Honey</b>, a Fair Trade apiary and beauty products company that is on the verge of going big.</p> <p>The company's unique business model allows it to sell its products around the world while adhering to strong family and environmental values.</p> <p>In this presentation Stella will talk about how <b>passion</b> and <b>hard work</b> – combined with social media and a flair for the dramatic – have helped <b>build a business she loves</b>.</p>	<p>In January 2012, <b>Kalen Emsley</b> and <b>David Luba</b> started <b>Ten Tree Apparel</b>, an environmental company that plants ten trees for every item sold.</p> <p>Today, Ten Tree is available in over 50 stores, has been featured on Dragon's Den, and their YouTube video has been viewed over 100,000 times.</p> <p>In this presentation, Kalen and David will talk about <b>how they started</b> Ten Tree, innovation, social enterprise, how they use social media, and <b>why it's great being an entrepreneur</b>.</p>

RSVP to [jwilliams@mhc.ab.ca](mailto:jwilliams@mhc.ab.ca) before Thursday, November 8th at 4:00pm.

# BYOB

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