



# Mentors, Judges, Organizers

Your Facilitator:



**Ryan Burwell**

**MaRS Discovery District**

A teacher by training and entrepreneur by disposition, I built a career by identifying and pursuing opportunities for innovation in the education system. After nine years designing and delivering interdisciplinary curriculum for private high schools in Toronto, I founded Scale Educational Design - a consultancy that collaborates with a wide variety of innovators to bring new educational ideas to life.

Since starting Scale in 2013, I have had the opportunity to collaborate with some truly remarkable organizations ranging from bootstrapping start-ups to established corporations. I look forward to continuing to learn from my growing network of entrepreneurs, educators and dreamers as we work together to engage with the rich challenges of education in the twenty first century.

Saturday 9am - 1pm

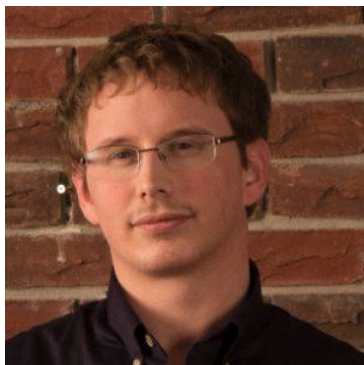


### Don Bourne

Client Service Advisor  
Henry Bernick Entrepreneurship Centre  
<https://ca.linkedin.com/in/donbourne>

**“Helping Start-up businesses and seasoned entrepreneurs make \$\$”**

As a small business owner he understands the practical reality it takes to launch, manage and grow a new business. Don is the Client Service Adviser and a business mentor at the Henry Bernick Entrepreneurship Center in Barrie; he also works with the South Georgian Bay Small Business Enterprise Center managing the Starter and Summer Company programs. He offers mentorship to client's through the Futurpreneur, Power Up and Orillia CDC programs. Don helps entrepreneurs find the right resources and tools to build strong foundations for their business models. He believes in “turning on the headlights” through strategic planning, identifying the challenges and opportunities that lead to successful business ventures.



### Jeff Manning

705-719-8146  
<https://ca.linkedin.com/in/jeffmanning>

**Skills: Joomla web developer, Web App programmer, Adobe Photoshop, PHP/MySQL, Full Stack Web Development**



## Alyson MacKay

Entrepreneurship Coordinator  
Lakehead University  
PIE-Partners in Innovation and Entrepreneurship  
(807) 252-8373  
amackay@lakeheadu.ca  
<https://ca.linkedin.com/in/alyson-mackay-65a33557>

**Skills:** Entrepreneur Coaching and Mentoring

Alyson MacKay is a graduate from Lakehead University's Business Administration program. Alyson's major skill set is marketing and developing new ways to help a company reach their target audience as well as the marketing research component. Alyson is an avid supporter of all things "green" and is constantly trying to change others views and promote sustainability. With a retail background, Alyson has built skills which has provided her with insight about local businesses and community engagement, skills she utilizes in her position as Entrepreneurship Coordinator for the On Campus Entrepreneurship Activities program at both Lakehead University and Confederation College.



## John T. Anders

Cell: 705-321-5646  
john.anders@nbc.ca  
<https://ca.linkedin.com/in/johntanders>

### **National Bank of Canada**

487 Bayfield Street, Barrie (Ontario), L4M 4Z9

John T. Anders is senior executive with over 35 years of experience in leadership roles in public & private entrepreneurial organizations across Canada and the United States. He is currently the Mortgage Development Manager for National Bank of Canada, and teaches several Entrepreneurship courses at Georgian College.

Mr. Anders has held Sales, Sales Leadership, and General Management positions for organizations involved in the Financial, Medical Device, eHealth, Health Benefits, and Supply Chain sectors.

Earning his MBA through the Rotman School of Management at the University of Toronto, Mr. Anders has developed and implemented domestic and international programs that have resulted in strong, consistent revenue growth and profitability, as well as establishing the underlying organizational foundations required to support this growth.

Saturday 1pm - 5pm



### **Barb Stuhlemmer**

<https://ca.linkedin.com/in/barbstuhlemmer>

**Skills:** growth strategies, business consulting, technical writing, speaking

Barb Stuhlemmer is a Master Business Strategist who works to strengthen the “CEO muscle” of Business Owners to take extraordinary action and reach the million or multi-million dollar income. Barb elevates the business belief system of successful entrepreneurs and helps identify the important

steps that are required to reach new milestones, like product distribution, price positioning, marketing channel costs, process streamline, effective time management, and work distribution.



### **Christine Whone**

[christine@ladieslearningcode.com](mailto:christine@ladieslearningcode.com)

[christine@actuallywecreate.com](mailto:christine@actuallywecreate.com)

705-716-8275

Twitter: @christinewhone

Linkedin Profile: <https://ca.linkedin.com/in/christine-whone>

**Skills:** Communication Design, Creative Print and Web Design, Email and online marketing campaigns, Community Awareness and Community Building

Christine Whone is Owner and Communication Designer of Actually Barrie Chapter Lead of Ladies Learning Code, Community Builder of Startup Barrie, Instructor and mentor, and Advisory Committee Member for Graphic Design at Georgian College.

Christine has held various responsibilities in her 11 years of experience and expertise in design, communications, and entrepreneurship while working with clients in a diverse range of sectors. Her experience as a designer and business owner, can leverage greenHACK participant's knowledge around a unique experience for them to suit their needs. She works with each participant to build an outcome that will serve them beyond the learning exchange to further their education, career, or business.



## Herman van den Berg

Associate Professor, Finance and Strategy

Email: [herman.vandenberg@lakeheadu.ca](mailto:herman.vandenberg@lakeheadu.ca)

Phone Number: (705) 330-4008 ext. 2639

<https://ca.linkedin.com/in/hermanvandenberg>

Dr. Herman van den Berg is Associate Professor in the Faculty of Business Administration at the Orillia campus of Lakehead University. He is a director and past-president of the Orillia and Area Community Development Corporation and serves on the corporation's executive and investment committees. He is also director of Future Health Services, a start-up firm providing remote patient monitoring services for chronically ill, elderly and physically challenged patients, as well as director and president of the strategic and financial consulting services firm, Procerity. Dr. van den Berg has served in successively more senior managerial positions at an electrical utility, a financial institution, and an environmental services firm. He has management experience in the areas of corporate analysis, capital investment evaluation, project structuring, business plan preparation, and financial forecasting. Dr. van den Berg holds an Honours BBA with an Economics Option from Wilfrid Laurier University, an MBA in Finance from York University, and a PhD in Strategic Management from the University of Toronto.



## Ross Bigelow

Program Coordinator

Computer Programming

Tel: 705.728.1968, ext. 5325

Office: A155E Skype: rossbigelow

Twitter: @rossbigelow Google: [ross.bigelow@georgiancollege.ca](mailto:ross.bigelow@georgiancollege.ca)

<https://ca.linkedin.com/in/rossbigelow>

**Skills:** design and development of smart LED lighting controls, network integration

Educator, developer and IT professional with over 18 years experience.



## Alyson MacKay

Entrepreneurship Coordinator

Lakehead University

PIE-Partners in Innovation and Entrepreneurship

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## Sunday 9am - 12pm



### **Ross Bigelow**

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Twitter: @rossbigelow Google: ross.bigelow@georgiancollege.ca

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**Skills:** design and development of smart LED lighting controls,  
network integration

Educator, developer and IT professional with over 18 years experience.

## Sunday 1pm - 3:30



### **Yuanyuan Wu**

Assistant Professor

Department:

Business Administration

Email: ywu22@lakeheadu.ca

Phone Number: (705) 330-4008ext. 2630

Dr. Wu's research interest focuses on the synergies among capability development, entrepreneurship, and alliance networks. Firms develop new capabilities to adapt to the rapidly changing internal and external environments. They compete based on the constantly expanded capabilities of their own and, as well, on their ability to leverage the resources and capabilities

possessed by their collaborative partners and embedded in the networks in which they are members. This process involves entrepreneurial mindset and actions and, in many cases, contributes to the product and process innovation of the firm. Dr. Wu has studied these topics in the contexts of the Canadian innovation-based industries and the emerging high-tech sectors in China. Extending her research in new directions, she has recently received SSHRC funding for a research project that focuses on international collaboration in the aerospace industry.



**Lifeng Geng**

Dr. Lifeng Geng received his Ph.D. From University of Alberta. He has 30 years of industrial and academic experiences in the field of international marketing and held membership on the board of both Canadian and Asian firms. His areas of research include consumer choice behavior, mode of control for multinational firms, country of origin effect, staffing policies for multinational firms, and international trade policies. He specializes in structural equation modeling, conjoint analysis, and discrete choice modeling. His current research focuses on studying tourists' choice behavior within a dynamic competitive environment. His areas of interest include:

## Judges



**Chad Ballantyne**

**The Creative Space/Rhubarb Media/StartUp Barrie**

<https://ca.linkedin.com/in/chadgrballantyne>

Chad Ballantyne is a father of three and husband for 25 years. He's spent the last 30 years of his life in some form of creative communications as a speaker, musician, producer, and designer. He's now the Creative Director of Rhubarb Media, a design studio in Barrie and is the "Tummler" at Simcoe County's first coworking space, and downtown Barrie's entrepreneurship hub, The Creative Space (TCS).

TCS is located in a beautifully redeemed century building in downtown Barrie and has become a hub for entrepreneurs, startups and other digital nomads since 2009. It's a community space where business, art and life collide. Chad's passion is to help others do what makes them come alive. He launched Canada's first Community Launch incubator program called smOffice and is notorious for creating connections wherever he goes.

## Organizers

### Henry Bernick Entrepreneurship Centre



#### **Sara Bentham**

Project Coordinator at Henry Bernick Entrepreneurship Centre  
<https://ca.linkedin.com/in/sara-bentham-19974031>

Possesses 10+ years of experience working within the field of international education and recruitment with an emphasis on Canada and China partnerships. Excellent presentation skills with experience within secondary schools, post secondary institutions and trade shows. Exceptional communication, written skills and comprehension in multiple languages including Mandarin, Spanish, and French as well as courses completed in Arabic and Italian. Great degree of professionalism and demonstrated experience working as a recruitment officer within Canada and in China. Experience in managing budgets and utilizing databases daily. Advanced computer skills utilizing Microsoft Office Suite. Strong background in management of a large team, training and support of employees. Excellent organization skills. Strong networking and sales skills coupled with a commitment to high level of consistent customer service.



#### **John Pickard**

Executive Director at Henry Bernick Entrepreneurship Centre,  
Georgian College  
<https://ca.linkedin.com/in/john-pickard-3351b996>

**Skills: developing and launching new products and business ventures in large enterprise management, start-ups and SME's**

John is a successful entrepreneur with direct sector exposure in food/beverage, publishing, bio-tech, agriculture and telecom. He has broad experience developing and launching new



products and business ventures in large enterprise management, start-ups and SME's. In his Entrepreneur-in-Residence roles John has advised hundreds of entrepreneurs and business students focusing on his Four Pillars of Entrepreneurship: .....education, networking, funding and mentoring. He is now the Executive Director of the Henry Bernick Entrepreneurship Centre based at Georgian College in Barrie, Ontario. John has angel investments in multiple companies.

## InvestBarrie



**Neeta Grover**

<https://ca.linkedin.com/in/neeta-grover-peng-masc-mba-93973528>

Skills: product management, SR&ED and Global Incentives, mentorship, incubation and acceleration, software development

With over 15 years experience in software development, I've been a part of and led teams to design, develop and scale innovative products in the areas of machine vision, control systems, telephony and digital media. I've led collaborative teams of technical staff and business developers to bring innovative ideas to life in order to find better ways of accomplishing customer objectives.

I've worked with a diverse group of clients to help them strategize their technology roadmaps, create business cases for technology, lead innovative initiatives, implement process improvement programs and examine technology operations and products for qualification of global tax incentives and grants.

## EntreLaunch Inc.



### Rebecca Palmer

[rpalmerca@gmail.com](mailto:rpalmerca@gmail.com)

Telephone 705-791-2320

<https://ca.linkedin.com/in/rebeccalynnpalmer>

**Skills:** social media, business strategies, lean model canvas, strategic shifts, beneficiary analysis, social entrepreneurship, research and validation

Rebecca is a serial entrepreneur and community builder with a mission to inspire innovation, transform lives and connect communities.

A lifelong learner, she stays up to date on new trends, needs and strategies with a focus on global entrepreneurship, strategic shifts and social good. In 2014 she recruited 52 entrepreneurs from around the globe to help form the groundwork for EntreLaunch Foundation resulting in a second place finish in a global business plan pitch. In 2012, Rebecca's StartUp Weekend team placed second for their FreshCube pitch on vertical hydroponic farming inside repurposed cargo containers.

Rebecca is a founding member of StartUp Barrie community, was a delegate to the G20 YEA in 2014 and a delegate at the GEC in 2016. Rebecca also sits on the Georgian College BENT (Entrepreneurship) Advisory board and was previously vice-chair of the Barrie Public Library Board.



### Robert Joseph Regner

Director of Photography

VR Developer

[rj.regner@gmail.com](mailto:rj.regner@gmail.com)

[www.robertjregner.com](http://www.robertjregner.com)

<https://www.linkedin.com/in/robert-regner-788315a9>

### Skills: Design, Media Production and Cinematography

Robert has spent his career working in Digital Media for 9 years. He is in the Digital Video Post-Graduate Program with a second major in Computer Programmer Analyst.

This graduate of Digital Photography and Imaging Alumni is working in the emerging mediums of 360 Video and Virtual Reality. Recently he has finished development as a Writer and Director of Photography for a Cinematic VR game with Cinehackers based in Toronto.

## Student Organizers



### Brennen Denomme

brennenkdenomme@gmail.com

Brennen is from Collingwood, Ontario and goes to Georgian College in the Computer Programmer Analyst program. Brennen is passionate about web and mobile development, as well as teaching and helping others get into code. Brennen wanted to organize a hackathon for him and his friends to have the opportunity to learn, connect and compete with each other.