

# GEORGIE- ODETTE LEADERSHIP SYMPOSIUM

6<sup>TH</sup>  
*annual*

November 16th, 2017



Odette School  
of Business  
University of Windsor

# GEORGIE-ODETTE LEADERSHIP SYMPOSIUM



## ABOUT

The legacy of building leaders put in place by philanthropist brothers, the late Edmond and Louis Odette, is a torch now being carried forward at the Odette School of Business by alumnus brothers Vincent and Trevor Georgie, as platinum sponsors of the Georgie-Odette Leadership Symposium.

**The Georgie-Odette Leadership Symposium will be held at The Odette School of Business on November 16th, 2017.**

Last year featured prominent keynote speakers in the business industry such as: Sergio Marchionne - (CEO, Fiat Chrysler Automobiles N. V.); Justine Fedak - (Senior VP, Head of Brand, Advertising and Sponsorship for BMO Financial Group); Michael Rossi - (President, adidas Group Canada) and Ferio Pugliese - (President, WestJet Encore), to name a few.

This event is one of three components of the Dr. Richard Peddie Leadership Initiative, which is targeted at students and business professionals bringing together proven business leaders who speak on various aspects of successful leadership. It is aimed at enhancing the ability of the business school to assess and develop its students' leadership capabilities.

For more information on our keynote speakers, schedule and to register, please visit [www.gols.ca](http://www.gols.ca)

## WHO WE ARE

- The Faculty of Business Administration was founded in 1951 and graduated our first undergraduate class in 1955 and first MBA class in 1963
- Renamed the Odette School of Business in 2000 to honour business leaders, and entrepreneurs Edmond and Louis Odette
- In 2013, the School undertook an ambitious expansion of its buildings, adding cutting edge classrooms and meeting areas
- The School proudly counts more than 16,000 alumni in its family
- This year our undergraduate and graduate student body total 1,800



## THE GEORGIE BROTHERS



**Trevor Georgie**

Trevor Georgie received his MBA from the Odette School of Business and is currently President of the Saint John Sea Dogs QMJHL/CHL. He was the youngest financial manager at the Bank of Montreal, and has been involved in leading sessions in a number of corporate leadership programs.



**Dr. Vincent Georgie**

Dr. Vincent Georgie received his PhD from HEC Montreal and his MBA from the Odette School of Business. Currently he is the MBA Program Director and is an associate professor of marketing. He is also the Executive Director of the Windsor International Film Festival.

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## RICHARD PEDDIE LEADERSHIP INITIATIVE

This initiative, funded by long-time friends and colleagues of Dr. Richard Peddie, is aimed at enhancing the ability of the Business School to assess and develop its students' leadership capabilities. As such it positions the Odette School of Business at the forefront of assessing and developing student leadership potential.

The Richard Peddie Leadership Initiative (RPLI) is comprised of three elements:

### **Centre For Leadership Competency Measurement**

A centre dedicated to the promotion of leadership competency, its measurement and direct student engagement.

### **Leader-in-Residence**

Dr. Richard Peddie is the initial incumbent. He delivers guest lectures and is available for small group mentoring and skills development exercises.

### **Georgie-Odette Leadership Symposium**

An annual event targeted at students and business professionals bringing together proven business leaders who speak on various aspects of successful leadership.



Dr. Richard Peddie

The RPLI offers business students the possibility to gain insight into critical business areas through a variety of different opportunities:

**The Odette Debate Team** is the only Canadian debate team allowed to debate regularly on the American Parliamentary Debate Association's tournament circuit.

**The Peddie Live-Case Challenge** is a competition for all students at Odette, BComm's, MBA's and MoM's, to engage in a real-world experience where they are given very little information about a corporation with a set of questions based on corporate vision, strategies and leadership.



## ODETTE UNDERGRAD (B. COMM)



Our flagship program is the Odette Bachelor of Commerce (B. Comm) degree, with both co-operative education and non-co-op options. This comprehensive four-year program encompasses all the key fundamental areas of business study, fully preparing a student with a strong foundation of knowledge.

## ODETTE GRADUATE PROGRAMS (MBA, MoM)

Our Odette Master of Business Administration (MBA) is an intensive 14-month program with an integrated curriculum combining lectures, case studies, and hands-on client projects with corporate partners to prepare a student for success in the business world. This program is designed to give a student a solid grounding in the fundamental areas of commerce, as well as providing up-to-date coverage of the latest business advances.

Our Master of Management (MoM) program brings together an exclusive complement of international students in a 16-month program designed to equip students with the analytical, decision-making and communication skills needed to succeed in all areas of global business.

# GEORGIE-ODETTE LEADERSHIP SYMPOSIUM

## HIGHLIGHTED PAST SPEAKERS



**Brian Burke**  
Past President & General  
Manager Toronto Maple Leafs



**Gary Kovacs**  
CEO AVG Technologies,  
former CEO Mozilla



**Chris Overholt**  
CEO Canadian Olympic  
Committee



CBCradio

**Anna Maria Tremonti**  
Acclaimed Journalist and  
Host CBC Radio *The Current*

**Avik Dey**  
Managing Director & Head  
Canada Pension Plan  
Investment Board



**Sergio Marchionne**  
CEO Fiat Chrysler Automobiles



**Harry Rosen**  
Founder & Executive  
Chairman Harry Rosen Inc.



**Cynthia Trudell**  
Executive, VP Chief HR Officer  
Pepsico Canada



## WHAT WAS 2016 ABOUT?

**LARGEST** | **500+**  
Leadership Symposium in Southern Ontario | Sold Out Attendance



## PAST SPEAKERS

### 2016

Sergio Marchionne – CEO, Fiat Chrysler Automobiles  
 Michael Rossi – President, adidas Canada  
 Justine Fedak – Sr. VP & Head of Brand, Advertising and Sponsorship BMO Financial Group  
 Ferio Pugliese – EVP Customer Care and Corporate Relations, Hydro One  
 Alex MacLean President, East Coast Lifestyle  
 Marnie McBean – Olympic medalist, author  
 Tom O'Brien – President, Cooper's Hawk Vineyard

### 2015 Winter

Avik Dey – President & CEO, Remvest Energy Partners LLC & Remvest Energy Services  
 Anna-Maria Tremonti – Journalist, Host CBC Radio The Current  
 Chris Overholt – CEO, Canadian Olympic Committee  
 Mike Brkovich – Owner, Walkerville Brewery  
 Mike Consentino – Sr. Director, Ticket Sales, Toronto Marlies, Maple Leaf Sports & Entertainment  
 Bev Deeth – President, Companies Committed to Kids  
 Mike Gibson – President, Crestcom  
 Gregor Jeffrey – President, Jeffrey Strategic  
 Suzanne Niles – Sr. VP HR Department, Store Group (Hudson Bay, Lord & Taylor, Home Outfitters)  
 Tom Peddie – Executive VP & COO, Corus Entertainment  
 Tanya Todorovic – Principal, Odgers Berndtson  
 Alyson Walker – VP Content, Maple Leaf Sports & Entertainment

### 2015 Fall

Dianne Craig – CEO, Ford Canada  
 Christos Nikitopoulos – Head of Agency Development, Google  
 Marty Beneteau - Editor-in-Chief, Windsor Star  
 Lora Crestan - Executive Coach, Solution Linx On-line Coaching

Palak Dave – Sr. Marketing Manager, Festivals & Public Programmes, Toronto International Film Festival  
 Dwight Duncan – Sr. Strategic Advisor, McMillan LLP & former Provincial Minister of Finance,  
 Trevor-Ross Georgie – Sr. Manager, Wasserman Media Group  
 Gregor Jeffrey – Executive Communication Coach, Jeffrey Strategic  
 Jim Letwin - CEO and Co-owner, Jan Kelley Marketing,  
 David Musyj - President & CEO, Windsor Regional Hospital,  
 Dr. Richard Peddie - former President & CEO, Maple Leaf Sports and Entertainment,  
 Doug Smith – President, D.M. Smith & Associates  
 Jane Somerville – Consultant/Internet Solutions, BDC

### 2014

Gary Kovacs, CEO, AVG Technologies and former CEO of Mozilla  
 Cynthia Trudell, Executive Vice-President, Chief Human Resources Officer, Pepsico Canada  
 Eddie Francis, Mayor, City of Windsor  
 Paul Alofs, President and CEO, Princess Margaret Hospital Foundation  
 Ron Bremner, President, Gold Medal Consulting  
 Emilie Cushman, CEO, Kira Talent  
 Lauren Friese, Founder, TalentEgg.ca  
 Patrick Lor, CEO, Co-founder, Dissolve  
 Richard Peddie, former President & CEO, Maple Leaf Sports and Entertainment  
 Susan Schaefer, Vice-President and Head of Networks & Marketing, Corus Entertainment  
 Debra Watkinson, Manager, Organizational Development & Learning, Sofina Foods  
 Chantal Vallee, Coach of the UWindsor Lancer Women's basketball team  
 Anton Wimmer, Director, Ticket Sales & Service, MLSE

# GEORGIE-ODETTE LEADERSHIP SYMPOSIUM



## PAST SPEAKERS

### 2013

Brian Burke - Past President & General Manager, Toronto Maple Leaf Hockey Club  
Alexis Haligua MD - Networking Director, Schumacher Research & Leadership Group  
Harry Rosen - Executive Chairman, Harry Rosen Inc.,  
Diane Reko - CEO & Chair of the Board of Directors, Reko International Group Inc.,  
Doug Smith – President, D.M. Smith & Associates  
Gregor Jeffrey – Executive Coach, The Humphrey Group  
Jim Letwin - President & co-owner of JAN Kelley Marketing,

Leah Eichler - is an award winning editor and celebrated columnist  
Dr. Richard Davis -President/CEO, Kilberry Leadership Advisors  
Richard Peddie - Past President & CEO, Maple Leaf Sports & Entertainment  
Trevor Georgie - Marketing Manager for a division of Smart Centres

## TICKET PRICES

Odette Students  
& Faculty

**\$19**<sup>+HST</sup>

Business Professionals

**\$199**<sup>+HST</sup>

Business Professional &  
Coffee With Keynote

**\$299**<sup>+HST</sup>





## SCHEDULE OF EVENTS

TIME	EVENT
8:00 - 8:45 AM	Registration
8:45 - 9:00 AM	Opening Ceremonies
9:00 - 10:00 AM	<b>Keynote: TBD</b>
10:00 - 10:30 AM	Networking Break
10:30 - 11:15 AM	<b>Speaker: TBD</b>
10:30 - 11:15 AM ALTERNATE	Coffee with Keynote
11:15 - 12:00 PM	<b>Speaker: TBD</b>
12:00 - 1:00 PM	Lunch Break
1:00 - 1:45 PM	<b>Speaker: TBD</b>
1:45 - 2:30 PM	<b>Speaker : TBD</b>
2:30 - 3:00 PM	Networking Break
3:00 - 3:45 PM	<b>Speaker: TBD</b>
3:45 - 4:00 PM	Closing Remarks

# GEORGIE-ODETTE LEADERSHIP SYMPOSIUM

## SPONSOR OPPORTUNITIES

INCENTIVES	PLATINUM	DIAMOND	GOLD
Material Recognition At Event (Powerpoint)	X	X	X
Media Recognition (Logo on Website)	X	X	X
Invitation To Pre-Event Dinner (TBD)	4	3	2
Complimentary Guest Tickets	4	3	2
Amount Of Sponsorship	\$10,000	\$7,500	\$5,000

## SPONSOR BENEFITS



**Positive** brand recognition with current students, future graduates and local business people.



**Opportunity** to meet, network and hear from proven leaders in their fields.



SILVER	BRONZE
X	X
X	X
1	-
1	1
\$2,500	\$1,000



**Learning Experience** for your staff and clients to hone their leadership best practices.



**Refine** your personal leadership skills.

# 2017

**Georgie-Odette Leadership Symposium**

[www.gols.ca](http://www.gols.ca)

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519-971-3678

