

GEORGIE- ODETTE LEADERSHIP SYMPOSIUM

7TH
annual

November 16th, 2018



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, 2018.

We have 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

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 Director for the School of Creative Arts and is an associate professor of marketing in the Odette School of Business. 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.

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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

2017

Steve Carlisle - President & Managing Director , GM Canada
 Dr. Dana Sinclair - Psychologist, Human Performance International
 Maureen Jensen - Chair & CEO Ontario Securities Commission
 Trevor Georgie - President & GM St. John Sea Dogs
 Dr. Richard Peddie - Director & City Builder, Author

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

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

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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^{+HST}

Business Professionals

\$199^{+HST}

Business Professional & Coffee With Keynote

\$299^{+HST}



SCHEDULE OF EVENTS

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

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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.

2018

Georgie-Odette Leadership Symposium

www.gols.ca

gols@uwindsor.ca

519-971-3678

