

CMAAC NS CHAPTER ANNUAL GENERAL MEETING 2018

Take your business to
the next level.



Speaker 1: Customer Discovery by Dr. Mary Kilfoil

Brief Outline:

- How to Test Your Customer Base for Optimal Engagement
- Methods of Capturing Your Customer Interest Level
- Identifying Customer Needs/Wants and Engagement Level
- The Get, Keep, and Grow Mindset (How to Get, Keep, and Grow Your Customer Base)

Speaker: Dr. Mary Kilfoil, Ph.D., M.S.E.

Speaker Bio:

Dr. Mary Kilfoil is the Director of the Norman Newman Centre for Entrepreneurship at Dalhousie University, academic lead for the Centre's Launch Dal entrepreneurship programming and president of the Canadian Council for Small Business and Entrepreneurship. Mary led the team that brought the Starting Lean course to Dalhousie University in the fall of 2012. The course provides an innovative experiential approach to entrepreneurship by combining Lean Launchpad methodologies, a flipped classroom, and accomplished mentors — in 2014 Mary was received the national Entrepreneurship Educator award from Startup Canada. Dr. Kilfoil has more than 20 years experience in the private sector and held the position of senior economist at Gardner Pinfold Consultants, one of Canada's leading firms specializing in economic analysis. She has extensive experience as a researcher in the field of innovation, entrepreneurship, economic analysis and policy, with over 80 major reports and publications to her credit. Her research interests are in network analysis, opportunity recognition, and effectuation.

Speaker 2: Financial Modeling by Dr. Ed Leach

Brief Outline:

- How to Quickly Review and Forecast your Business Financial Picture
- Models to Test the Financial Feasibility of Adding a Service to Your Practice
- Determining Your Bottom Line Profitability and How to Better Manage It

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Speaker: Dr. Ed Leach, MBA, Ph. D.

Speaker Bio:

Dr. Ed Leach received his Ph.D. in computing technology in education from Nova Southeastern University in Ft. Lauderdale and an MBA from the University of Western Ontario. Prior to completing his graduate work, Dr. Leach was an entrepreneur who also taught in the professional programs of the Society of Management Accountants and the Purchasing Management Association of Canada. His interest in working with entrepreneurs continued at Dalhousie University, where Dr. Leach has mentored lead entrepreneurs during the start-up phase of their technology businesses, including two IPOs. Dr. Leach is an award-winning professor. His research interests lie in the field of entrepreneurship and specifically the role of creativity in triggering innovation. Dr. Leach served as the director of the Norman Newman Centre for Entrepreneurship from 2009 until 2017, is a past president of the Canadian Council for Small Business and Entrepreneurship (CCSBE), 2006 and currently director of Education for the Centre for Entrepreneurship Education and Development. When he is not busy teaching, he enjoys cooking and spending time with family, especially his and Mary's four grandchildren.

Speaker 3: Practice Management by Dr. Louisa Horne

Brief Outline:

- Local Best Practices on How to Build a Customer Base
- What Services to Develop and Offer to Keep Customers Coming Back
- Specific Details of Effective Social Media Strategies and How to Best Implement Them
- How to Best Structure Your Business to Manage the Accounting and Legal Aspects of Business to Improve Your Bottom Line and Protect Your Assets

Speaker: Dr. Louisa Horne, B.Sc. Hons, B.Ed., M.Ed

Speaker Bio:

Dr. Louisa Horne is the Director, Micro-Business Solutions for the Business Development Bank of Canada (BDC). In this newly created role Louisa has been given the opportunity to be instrumental in delivering on BDC Consulting's commitment to Micro-Businesses. Louisa has provided consulting services focused on small business growth, higher education, business development, program design and development, facilitation and leadership development. She is a Certified Management Consultant and Certified Corporate Coach and she is also an entrepreneur as the owner of three Sylvan Learning Centre sites. Her expertise in Practice management strategies and tactics derives from her tenure as the Chief Executive Officer of the PetFocus Veterinary Group comprised of seven locations in HRM.

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Speaker 4: Using Simplified Pulse Taking as a Guide to Select Acupuncture Points

Brief Outline:

- The formation of pulse—window of qi
- Simplified method of taking pulse—above or below
- Selecting acupuncture points principle—five shu points
- Applying stimulation technique—tonifying(Bu) or reducing(Xie)

Speaker: Dr. John Yang Dr. TCM, PhD

Speaker Bio:

Dr. John Yang is a registered Doctor of TCM in British Columbia, Canada. He graduated from Hainan University Medical School, Haikou, China and further his TCM training at the Hainan Provincial Hospital of TCM. He completed his dissertation of “Study on the Thought of Qi in the Internal Classic of Yellow Emperor” and earned his PhD from Guangzhou University of Chinese Medicine.

After moving to Vancouver in 1989, Dr. Yang practiced TCM/acupuncture in his own clinic and later actively involved with BC TCM association activities. Through the association’s lobby efforts, in 1999 the BC government passed a legislation and established the College of Traditional Chinese Medicine Practitioners and Acupuncturists of BC (CTCMA) which is a regulatory body overseeing the TCM profession. In 2005 Dr. Yang was elected to sit on the board of CTCMA. In 2009 he was selected to be one of Committee members sit on the Standards Council of Canada Section D: Canadian Advisory Committees for International Organization for Standardization for TCM. Dr. Yang was also appointed by the BC Private Career Training Institution Agency (PCTIA) to be an Audit Team Topic Specialist.

Dr. Yang is the current President of the Federation of Traditional Chinese Medicine Colleges of Canada. He is elected to be the first Vice-President at the Association of Traditional Chinese Medicine and Acupuncture of British Columbia (ATCMA) and is also the Chairperson of the Academic/Educational Committee of ATCMA. From 2003 to 2014 he was the Dean and Clinic Director at the PCU College of Holistic Medicine, British Columbia. Dr. John Yang currently works at the Kwantlen Polytechnic University of British Columbia which is the first public university in BC offering TCM-Acupuncture program. He is the program developer and the Chair of TCM department.

Dr. Yang studied TCM classics and got inspired by the Yellow Emperor’s TCM Classic (Linchu) and the Classic of Difficulty (Nanjing). He later joined the training from Prof Pan Xiaochuan and learned special Zhenlin acupuncture technique. He applies the TCM theory and practices acupuncture by using pulse as guide to identify acupuncture points, performance proper tonifying/reducing technique and very often receives amazing clinical results. As an expert in the field, Dr. Yang has given many national and international presentations and lectures on TCM. This lecture is one of Dr. Yang’s continuing education series. After the class, participants should understand how the qi reflects on the pulse and how to change the pulse by regulating the qi.