The CGLCC, Canada's LGBT+ Chamber of Commerce, is very proud to be supporting Canada's 2nd LGBT+ trade mission to the NGLCC Business and Leadership Conference in Tampa, Florida.

This year's Canadian LGBT+ trade mission once again showcases the strength, creativity and dynamism of Canada's LGBT+ enterprises. It also highlights the broad range of economic activities and services these businesses are involved in, as well as the importance of Canada's LGBT+ business community’s contribution to a thriving and inclusive North American economy.

This directory provides a short description of the activities and fields of expertise of the Canadian LGBT+ businesses participating in this trade mission, as well as contact information for their representatives. Watch for people wearing a red lanyard attached to their conference name card - this will confirm that they are part of the Canadian LGBT+ trade mission.

We encourage you to talk to members of the Canadian delegation and explore with them how they can become your next best business partner, and how they can bring solutions to your needs to help your business grow within the United States and beyond.

We wish you a great NGLCC Conference!

CGLCC
# DIRECTORY OF PARTICIPANTS
**AUG 13-16, 2019**

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## LGBT+ REGIONAL CHAMBERS OF COMMERCE

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<td>Ontario Gay and Lesbian Chamber of Commerce</td>
<td>Alexandra Matveeva</td>
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Can inclusive leadership drive market leadership?

The better the question. The better the answer.
The better the world works.
## Company: Access Innovation Media (Ai-Media)

### Delegate:
**Tony Abrahams, CEO**
213-261-8006
tony.abrahams@ai-media.tv
www.ai-media.tv

### Delegate:
**Markus Lessing,**
VP Sales and Marketing
416-407-5994
markus.lessing@ai-media.tv
www.ai-media.tv

Tony Abrahams is the co-founder and CEO of Ai-Media. He is a Rhodes Scholar and Young Global Leader of the World Economic Forum. This year, he moved to North America with his husband and business partner, Markus, to spearhead expansion into the U.S. and Canada.

Markus Lessing is an experienced sales and customer service executive with over 30 years’ experience in front-line and management roles, including 10 years at Ai-Media.

### Company description

Ai-Media is the largest provider of closed captioning and live captioning services in Australia, delivering 50,000 hours each year of live and recorded captioning for broadcast, education, corporate and government customers. Building on the power of the data stream of captions, Ai-Media has partnered with leading university researchers to design an application to improve the quality of teaching and learning known as Visible Classroom.

This year, Abrahams and Lessing moved to North America to spearhead an expansion into the U.S. and Canada.

### Value proposition

#### Live Transcription
Accurate live transcription streamed to any (and multiple simultaneous) platforms.
- **Customers:** Universities, colleges, corporates, government, Facebook Live, YouTube Live, Livestream
- **Competitive advantage:** Quality, price, service and support.

#### Visible Classroom
Product to improve the quality of teaching and learning (K-12) by providing tailored feedback to teachers on the quality of their instruction.
- **Customers:** School districts, teaching colleges, DonorsChoose.org
- **Competitive advantage:** Research-based customized feedback to teachers, based on their own teaching practice, without anyone entering the classroom.

### Sectors Served
ICT (closed captioning, live captioning, live transcription), Education (Ed tech)

### Target Customers
Universities, colleges, corporations and government with a need to provide access to live and recorded content for people with disability; end-users: people with hearing loss, autism, learning difficulties, ESL.

### Trade Mission Objectives
We are keen to find Tier 1 diverse suppliers with whom we can partner on U.S. opportunities. Also interested in new business prospects – education, corporate sector, government, broadcast – as well as sales reps and local partners.
**Company:** Appareils Ventop Inc.

**Delegate:**
Sylvain Brisson, President, Founder  
514-889-5992  
sbrisson@appventop.com  
www.appventop.com

A born entrepreneur, Sylvain Brisson has always built his own path. He believes in creating great things through teamwork. His experience in several work fields allowed him to develop a wide range of skills that he wants to share with his fellow entrepreneurs. In a desire to give back to the world of start-ups, he co-founded a non-profit organization that offers a workplace for start-ups, as well as training and coaching.

<table>
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<tr>
<th><strong>Company description</strong></th>
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<tr>
<td>Montreal-based Ventop is the creator of a unique ventilation system for the restaurant and food industry that sets a new standard in North America. After successfully creating partnerships in Canada, Ventop wishes to expand into the Florida market.</td>
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<table>
<thead>
<tr>
<th><strong>Value proposition</strong></th>
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<tr>
<td>Ventop is the only company offering a miniaturized commercial ventilation and filtration system. The VH101 is portable and can be paired with every small/portable piece of cooking equipment specified by the NFPA 96 standard. Its system has been design to answer market standards and needs and is compact, portable, ergonomic, quiet and equipped with filters that provide optimal air quality at the exit.</td>
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<thead>
<tr>
<th><strong>Sectors Served</strong></th>
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<tr>
<td>Appliances/ventilation systems (food and beverage sector)</td>
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<table>
<thead>
<tr>
<th><strong>Target Customers</strong></th>
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<tr>
<td>Distributors of restaurant equipment and franchises in the food and beverage sector. Our end users are most often restaurants that use panini grill hotplates and other small commercial cooking equipment.</td>
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<thead>
<tr>
<th><strong>Trade Mission Objectives</strong></th>
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<td>To create at least one partnership with a distributor or reach at least one direct customer.</td>
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India-born Ashind Thukral came to Canada in 2005. By early 2011, the enterprising electronics engineer had started his own company, A.T. Consulting and Recruiting. A growing IT consulting and staffing firm, it is working successfully with the Canadian public and private sectors. Ashind Thukral is also on the board of directors of the Ontario Small & Medium Business Coalition, an organization that speaks for small and medium-sized IT providers.

**Company description**

A.T. Consulting & Recruiting Inc. provides IT and management solutions as well as consulting resources throughout the greater Toronto area. It specializes in technical, project management and business analysis resources. Its clients include many Government of Ontario ministries, the Workplace Safety and Insurance Board, eHealth Ontario, Ontario Telehealth Network, TD Bank, BMO, RBC, and large IT firms.

**Value proposition**

A.T. Consulting and Recruiting will be of value to any firm looking for IT resources on a contract or permanent basis. Its competitive advantage is that it is certified diverse supplier. It understands and has successfully worked with both the public and private sectors, and has placed U.S. resources for Canadian firms and vice versa. It can provide Canadian resources to work in the U.S. and understands the process very well.

**Sectors Served**

Information Technology, Staffing, Consulting

**Target Customers**

The American public sector, U.S. banks of all sizes, large and medium-sized IT firms operating in the U.S., implementation partner firms.

**Trade Mission Objectives**

To grow the business the U.S. and break into the U.S. market. The firm hopes to use its experience in the Canadian public and private sectors to succeed in the U.S. It also wants to learn about opportunities for certified diverse suppliers and get to know about new business prospects. It also aims to meet existing firm owners and explore joint ventures.
For the past 20 years, Christiane has been specializing in clothing adapted to people with severely diminished autonomy. Prior to that, she spent 20 years working within the communications industry (radio, television, film).

**Company description**

Boutique du 3e âge provides adapted clothing for people, predominantly seniors, with severely diminished autonomy, i.e., those who are incapable of dressing themselves. This is a sector that is not well served, yet there is a substantial market for such products given the aging population and the increasing onset of disorders that afflict seniors (including dementia, Parkinson’s, incontinence, arthritis, etc.), leading to reduced immobility and autonomy.

Our products are either custom-developed by our in-house seamstresses or we procure them from specialized clothing suppliers. As a socially responsible organization, we employ workers who have slight disabilities.

**Value proposition**

This is a sector where the need is great. We have four main assets:

- Excellent knowledge of the sector
- Excellent knowledge of the needs
- A well-established network of contacts
- Personalized service

**Sectors Served**

Health/long-term care

**Target Customers**

Given that this is a relatively new niche, we would be open to all introductions with health and long term care corporations or Tier 2 suppliers.

**Trade Mission Objectives**

We are looking to explore new business prospects. More specifically, we are seeking suppliers of adapted clothing and custom manufacturers of adaptive clothing in the United States. We are also looking for partners/investors who could help us to franchise the concept of adaptive clothing.
Company: Cloud Surfing Media

Delegate: Sophie Edwards, SEO
416-770-6190
sophie@cloudsurfingmedia.com
www.cloudsurfingmedia.com

Sophie Edwards is a transgender woman and Internet marketer based in Toronto. Her focus is on helping small and medium-sized businesses attract new clients by getting their websites to the top of Google.

Company description

Cloud Surfing Media is a full-service Internet marketing company based in Toronto. It employs a variety of strategies to help its clients connect with the people who want their services online.

Value proposition

Creating customized Internet marketing strategies. Because each business is different, each strategy is different. Depending on a business, the company may use website design, search engine optimization, paid ads on Google or on social media, email marketing, or, usually, a combination of the above.

Sectors Served
Healthcare, trades, education

Target Customers
Service-oriented businesses with a lot of search traffic. This includes, but is not limited to:

- Healthcare clinics (medical, chiropractic, naturopathic, mental health, hospitals, etc.)
- Tradespeople (plumbers, electricians, painters, auto mechanics)
- Education (private schools).

Trade Mission Objectives
To build on the success the company experienced in the trade mission in Philadelphia in 2018.
Stephen Gardner developed a keen interest in people and cultures at an early age. So before completing university degrees in history, communications and marketing, he ventured to see the world. He managed to see Europe, the South Pacific and the Middle East before completing his education.

Company description

For over 20 years Stephen Gardner and his team have had the privilege of creating emotional and powerful video and commercial campaigns for clients large and small in the areas of travel, healthcare, innovation and technology. All are focused with a human touch that drives passion and impact. The Gardner team has worked with brands in the areas of corporate, commercial, and event, and online Web videos, with clients including Four Seasons Hotels & Resorts, Toshiba, Pepsico Canada, and MasterCard.

Value proposition

Gardner’s goal is to help clients tell through story through video in an engaging way, harnessing the audience’s imagination and emotion to both educate viewers while drawing them into the narrative. The videos not only explain what a client does and how it’s done, but also evoke a response that positively influences the viewer’s perception of the client. The result is that customers will be more receptive to a firm’s marketing message and video content marketing. When done well, it can lead to viral sharing that significantly extends a brand’s reach. Its competitive advantage is working with tight yet senior teams in all aspects of the concept and production process.

Sectors Served
Consumer, travel, healthcare, technology, and financial advertising

Target Customers
Target buyers are corporations, agencies and organizations. Gardner is looking for new marketing and networking advantages, as well as business partnerships.

Trade Mission Objectives
Gardner is an experienced exporter but new to the U.S. market.
**Company: Growing Greener Innovations**

**Delegate:**  
Connie Stacey, President  
780-488-0527  
connie.stacey@growinggreener.ca  
www.growinggreener.ca

Connie Stacey, GGI president and the Grengine™ Power System inventor, has been invited to speak at international events (for example the 2018 Global Forum and the 2017 Canada-India Tech Summit). GGI has garnered strong commercial interest, with projects/partnerships underway with major international organizations. Connie Stacey gives engaging presentations and leads discussions regarding energy security, battery technology, grid modernization, and more.

### Company description

Growing Greener Innovations specializes in patented clean energy solutions that blend seamlessly into communities. Our zero emission, zero noise, lithium-ion Grengine™ products are scalable and can provide power to individuals, households or whole communities. Grengine™ products require no special technical assistance and bypass the need for cost-prohibitive grid infrastructure. We are able to work with communities and governments to meet our mission to empower those living in energy poverty and eliminating diesel generator pollution.

### Value proposition

*The Grengine™ Power System* is a game-changing clean energy technology. Our patent-pending technology allows individuals to create micro-grids of any size, anywhere, without the aid of a technician. Whether providing power to remote areas, powering the military, reducing industrial greenhouse gas emissions or UPS on grid, the Grengine™ completely reinvents how power is generated and distributed. The Grengine™ is the only scalable super-battery system in the world and works like Lego, making it accessible to everyone.

### Sectors Served

Clean technologies (clean energy, portable power)

### Target Customers

Retail chains that carry gas generators, such as Home Depot; large industrial companies that use gas generators and are interested in lowering their greenhouse gas emissions; camping and outdoors retailers.

### Trade Mission Objectives

We are not currently doing business in the U.S. We would like to find retail partners for sales/distribution in the U.S. We would also like to find some large industrial clients, and would like access to large corporation buyers through the supplier diversity program.
Dr. Gavin Armstrong is committed impact entrepreneur. He is the Founder and President of Lucky Iron Fish Enterprise®, a social enterprise attempting to alleviate iron deficiency around the world using a simple health innovation. He was a Fulbright scholar at Auburn University and was awarded the prestigious Forbes 30 Under 30 in the Social Entrepreneur category in 2016. In 2017 he received the Muhammad Ali Humanitarian Award and was named Social Entrepreneur of the Year by EY Canada. In 2018, he successfully pitched his company Lucky Iron Fish Enterprise on CBC’s Dragon’s Den and was able to secure a deal with two dragons.

Company description

Lucky Iron Fish Enterprise is a social enterprise dedicated to reducing iron deficiency rates around the world using a simple health innovation.

Value proposition

The Lucky Iron Fish and the Lucky Iron Leaf are simple health innovations which, when boiled for 10 minutes, release iron into the liquid they are boiled in and thus provide a person’s daily required iron intake. Using these cooking tools does not change the taste, colour or smell of the liquid that is used for cooking, and they can be reused by an entire household for up to five years. They are a clinically proven way of adding natural iron to a meal and improving a person’s iron status.

Sectors Served

Health, social enterprise, nutrition, medical device; sub-sectors are NGOs, insurance, health care

Target Customers

Women of reproductive age, new mothers, vegetarians & vegans, athletes, HIV+ people, people who have low iron in diet.

Trade Mission Objectives

Looking to find sales partners, expand into new areas (insurance), and looking for investment opportunities.
“I LANDED A CONTRACT IN ITALY, BUT I NEED 5 FREELANCERS TO MAKE IT HAPPEN.

I SAID, SURE, LET’S CHAT OVER COFFEE.”

RISK DOESN’T STOP YOU WHEN YOU’RE WITH EDC.

At Export Development Canada, we’re the international risk experts. Whether you’re a consultant or an organic farmer, we’ll help you take your business to new markets, with confidence. Together, let’s take on the world.

edc.ca/risk-experts
Company: MELLOHAWK Logistics Inc.

Delegate: Peter Hawkins
416-302-9465
peter@mellohawk.com
www.mellohawk.com

Delegate: Arnon Melo
416-728-0181
arnon@mellohawk.com
www.mellohawk.com

As well as being a member of the CGLCC, Peter Hawkins is vice-president of the Brazil-Canada Chamber of Commerce, the chair of the Professional Advisory Committee - International Business Program at Sheridan College; a member of the Peel-Halton Local Employment Planning Council, a member of the Peel-Halton Workforce Development Group Central Planning Table and a mentor at Acces Employment.

Arnon G. Melo is a graduate of Ibero-Americana University in Sao Paulo, Brazil, and the International Business Program at Seneca College. He immigrated to Canada in 1990 and founded MELLOHAWK Logistics in 2002. International experience has been instrumental to MELLOHAWK’s success (all but one of its staff is an immigrant). Arnon firmly believes that mentorship on both a personal and professional level can foster good communication and grow strong business relationships.

Company description

For 16 years, MELLOHAWK Logistics Inc. has been an international provider of worldwide air, ocean and land transportation and logistics services, including freight movement, customs brokerage, documentation and logistics consulting. We ship cargo of every kind and every size to every destination. We are an integral component of a global network, with over 130 agents. We are also very active in community engagement and mentorship and we welcome entrepreneurs.

Value proposition

Our services include but are not limited to: Airfreight cargo – express and consolidation services, ocean freight cargo - LCL and FCL ocean consolidations, permits and licenses, documentation compliance, letter-of-credit handling, Canadian and international customs clearance, personal effects shipments, trade shows, special events, dangerous goods, crating and pick & pack. Online tracking on all shipments.

Sectors Served

• International transportation and freight forwarding (all industry sectors, all modes: air, sea, ground)
• Logistics consulting
• Service geared toward infrastructure, heavy machinery, chemicals, art, consumer goods, broadcasting equipment, special care shipments, dangerous goods

Target Customers

Our clients range from multinationals (mining, fashion, broadcasters) to start-ups.

Trade Mission Objectives

We are an experienced exporter currently doing business in the United States but interested in expanding our network. We hope to leverage our experience with existing clients into new business and new products. We do have a new U.S. office in Miami.
Company: NONA Vegan Foods Ltd.

Delegate:
Kailey Gilchrist, Founder and Sauce Boss
416-836-9387
kailey@nonavegan.com
www.nonavegan.com

Kailey Gilchrist makes plant-based ‘cream’ sauces based on her late mother’s recipes. The sauces are full of love - and also full of cashews! NONA received the “Best of Fest” Award at the Toronto Mac and Cheese Festival and the “Favourite Artisanal Product” award from the Toronto Vegetarian Association.

Company description

NONA provides dairy-free and gluten-free ‘cream’ sauces. Incorporated in 2013, the company sells to grocery chains and health food outlets across Canada and is expanding into restaurant and food service contracts. Its sauces come in three flavours: alfredo, carbonara and cheesy. NONA has been building relationships with buyers in the U.S., and hopes to take advantage of the rapidly growing natural food market to expand.

Value proposition

NONA’s sauces are on-trend with plant-based diets, as well as keto and paleo diets. They are gluten-free and have no added preservatives. The company has won numerous awards for its sauces. The sauces fill the gap for those with dietary restrictions or those who crave an alternative to cream sauce. NONA is an easy solution for grocery chains and restaurant menus.

Sectors Served
Food and grocery

Target Customers
Mid-size to large alternative grocery chains such as Whole Foods Market, as well as restaurants and institutions looking for easy menu solutions to meet client needs.

Trade Mission Objectives
To learn more about which buyers have diversity mandates. To meet buyers. To see whether any of the company’s current contacts will be in attendance. To take on export sales if any deals are made.
RBC believes in full economic inclusion

RBC is a proud Founding Gold Program Partner of the Canadian Gay & Lesbian Chamber of Commerce.

Together we embarked on a journey of progress. This is part of RBC’s belief and commitment that diversity and inclusion mean economic inclusion of everyone.

rbc.com/diversity

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Company: Prompta Inc. (Prompta Consulting Group)

Delegate:
Tim Morton, Founder & Managing Partner

416-575-7737
tim@prompta.ca
www.promptaconsultinggroup.com

Tim Morton is Founder & Managing Partner of Prompta, proudly Canada’s first certified diverse management consulting firm. He is an internationally recognized leader in driving successful business and cultural transformation. He has focused his career on building model organizations, improving business cultures, and enhancing working lives. Tim Morton is passionate about enabling effective and lasting change, building change management capabilities and coaching leaders to effectively support their people to thrive through change and disruption.

Company description

Prompta is a change management consulting and advisory firm specializing in enabling business and cultural transformations. Since inception in 2008, it has a track record of successfully supporting business transformations and providing best-in-class change management solutions for local, regional, national and international global initiatives. Change management consulting support includes supporting mergers, acquisitions & divestitures, cultural, HR and business transformations, diversity and inclusion transformations, enterprise restructuring, digital transformations, and IT & ERP implementations.

Value proposition

Prompta enables project success with its proprietary change management framework. It also disrupts how business and technology projects are being managed. The firm will showcase its QlearFit People Analytics solution, which uses natural language processing, machine learning and artificial intelligence to drive meaningful change and project readiness insights. The firm can also measure inclusion to increase diversity within organizations, using Qlearsite’s AI-enabled technology to understand, measure and improve cultural diversity and inclusion within organizations.

Sectors Served
Professional services applicable across all sub-sectors

Target Customers
Target buyers are human resources leaders, CIOs, IT and diversity and inclusion leaders.

Trade Mission Objectives
Prompta wants to build its brand and increase the number of global Fortune 500 companies it works with. The firm wants to support transformations with effective change management support; these transformations are often run out of global head offices in the U.S.
**Company: Rebellious Unicorns Production Company Inc.**

**Delegate:**
Dustyn Baulkham, President & Executive Producer

250-826-7197
dustyn@rebelliousunicorns.com
www.rebelliousunicorns.com

Dustyn Baulkham is a University of British Columbia Okanagan alumnus who left a successful banking career to pursue his passion for building stronger communities – specifically for the LGBT+ community. He is the founder and visionary behind Rebellious Unicorns Production Company, the Executive Director at the Arts Council of the Central Okanagan and the General Manager for Kelowna Pride Society.

### Company description

Rebellious Unicorns Production Company is a boutique event company that is focused on creating unique experiences that build stronger communities. The firm is the creator of Peak Pride, now at Sun Peaks Resort & Big White Ski Resort; FruitCake, the Okanagan’s only monthly drag show and inclusive club night; the MX, Kelowna’s monthly LGBT+ community networking event; www.Kelowna.lgbt, an event hub; and it is a partner in the Earth to Table Vegan Market.

### Value proposition

The company’s newest line of business is providing event activation services for businesses. It has been producing LGBT+-focused events for three years as a business, and the owner did it for several years before that. The company understands its guests and is looking to work with businesses/corporations who want on-site activation at local LGBT+ events without having to bring people to work the events from across the country or continent.

### Sectors Served

- Event production/ LGBT+-focused experiences

### Target Customers

Corporations and mid-size to large businesses that want to have their product/service presented at LGBT+ focused events but don’t have the resources to do so themselves.

### Trade Mission Objectives

To build its new business line and attract U.S.-based companies.
David Robertson is founder of Robertson & Company. Based in Toronto, he works with business leaders across Canada, the United States and Europe. He has recruited a wide variety of professionals for both private and public-sector organizations and is recognized as an expert in recruitment of financial industry professionals. He has created several leading-edge recruitment tools and project methodologies for major global corporations. He serves on several Government of Canada and industry-related advisory boards.

Brian McDonald is a human capital leader with more than 20 years’ expertise in talent acquisition, resource management, workforce planning and talent management, specializing in financial services. His broad experience covers capital markets, investment banking, corporate banking, treasury, risk, commercial banking, finance and IT. A trusted leader with strong business acumen, he is capable of building strong relationships, understanding complex business motivators, and making value-oriented recommendations. He is a member of SHRM and Programs Committee Chair for HRPA.

Tanya Trojko has 15 years of experience in recruitment, account management and human resources, having worked within both global and boutique recruitment and consulting firms. This includes significant expertise in recruiting on behalf of bank and non-bank financial institutions across multiple sectors and levels. She is very engaged and client-focused. Tanya Trojko has 15 years of experience in recruitment, account management and human resources, having worked within both global and boutique recruitment and consulting firms. This includes significant expertise in recruiting on behalf of bank and non-bank financial institutions across multiple sectors and levels. She is very engaged and client-focused.

Company description

Robertson & Company is a leading talent solutions firm with over 25 years of experience in securing top-tier talent for clients in Canada and the United States.

Value proposition

Robertson & Company is a trusted partner to its clients’ in-house talent teams, HR, and business leaders, confirming a proactive approach to talent attraction. Its business is focused on executive search, professional and contingent assignments. It has built decades-long relationships, ensuring its clients attract and retain top-tier talent in the marketplace. Its commitment to consistently delivering the absolute best talent to its clients, with an uncompromising dedication to excellence, sets it apart from the competition.

Sectors Served
Human resources (recruitment), especially in the financial sector

Target Customers
Business leaders and HR people looking for top-tier talent to meet their business goals.

Trade Mission Objectives
The firm does business in the United States and is looking to grow.
Company: Silverman Consulting & Retail Services

Delegate:  
R. Bruce McDonald, CEO  
416-818-8536  
bruce@silvermancanada.com  
www.silvermancanada.com

Bruce McDonald has been a senior retail analyst consultant since 1993. Before that, he was working and consulting in the hospitality & tourism sectors. He has worked in every province in Canada as well as in the U.S. market. In addition to his extensive experience in consulting, Bruce manages a team of 10 and the company’s in-house advertising agency. He has worked in senior management and marketing positions in various organizations from small independents to large international companies.

Company description

Silverman Consulting & Retail Services specializes in retail liquidation. Our consultants have been working with clients across Canada for the past 25 years. Our sales model regularly delivers clients’ previous year’s revenue in a seven-to-13-week campaign. We liquidate to the public in a planned retail event. In insolvency situations we can generally return dollar for dollar to all secured creditors.

Value proposition

Silverman Consulting & Retail Services creates retail events for our clients. We help liquidate inventory and other assets quickly and for the greatest value. Most of our business is in the jewellery sector and most of that is retail store closings and retirements, where we work directly for the business owners. We are also retained as liquidators in insolvency situations where we may be appointed to work for the owner, an insolvency practitioner or a bank. We give the highest returns in the industry.

Sectors Served
Retail consulting, retail liquidation (especially jewellery retail); subsectors include insolvency practitioners and banks – special loans units

Target Customers
retailers, insolvency practitioners, banks and lenders.

Trade Mission Objectives
We will look for potential opportunities in the U.S. market, as well and potential partners to work with. Our consultants in this field are able to work across borders under the current free-trade agreement, under HB1 visas as specialty qualified management consultants.
Company: The House of Purpose Inc.

Delegate:
Javier Santos, Founder and CEO
647-938-0766
javier@thehouseofpurpose.com
www.thehouseofpurpose.com

Javier Santos is an entrepreneur with rich global experience. His previous sales and marketing corporate career provided him with diverse workplace experience. Javier Santos founded The House of Purpose to help people put their emotions to work and become more productive and fulfilled using their emotional capital.

Company description

The House of Purpose puts emotions to work through innovative training and coaching programs. It helps employees develop emotional skills to manage stress, conflict and engagement, and become more productive and fulfilled at work. The firm is a Canadian certified diverse supplier and has worked globally in English, French and Spanish.

Value proposition

The company uses emotional technology* to design and deliver lasting learning experiences that blend experiential active learning with individual executive coaching. The firm has a diverse team of business and mental health professionals with best-in-class certifications and experience.

(* Emotional technology is the collection of recent evidence-based tools and frameworks that explain how the human brain and mind work.)

Sectors Served
Human resources, leadership development, talent

Target Customers
Medium-size and large corporations of any type.

Trade Mission Objectives
Build on success from the 2018 mission and develop new clients.
Company: UpHouse Inc.

Delegate:
Alex Varricchio, Co-Owner

204-995-5965
alex@uphouseinc.com
www.uphouseinc.com

Alex Varricchio owns UpHouse, a marketing agency that supports in-house marketers and the brands they promote. He recently launched Crainstorm, an online crowdsourced brainstorm and focus group tool. He is also the author of The Proximity Paradox, a book being published in 2020 on creating distance between innovation and execution of ideas. He has been working in marketing for the 12 years and helps organizations innovate and develop and promote their brands.

Company description

UpHouse is halfway between an outside advertising agency and a member of a company’s in-house marketing department. It doesn’t minimize or replace the talent a company already has. Instead, it fills the skill gaps and offers guidance. Agencies like UpHouse challenge a company’s thinking and inject a new perspective that sparks big ideas. An in-house marketing leader boosts the skills of the entire team and builds a plan for long-term success. UpHouse does that too.

Value proposition

UpHouse offers brand, campaign and content services. It also has a new product, Crainstorm – a real-time, online, crowdsourced brainstorming tool that lets individuals and businesses gather and test ideas with direct input from marketers, entrepreneurs, creators and thinkers. Crainstorm is still in beta stage, but has the potential to be a significant disruptor in online idea generation and focus group testing. The tool helps entrepreneurs, small businesses, agencies and corporations develop and test ideas when they want to, at a budget can afford, and rewards those who contribute ideas.

Sectors Served
Marketing and market research

Target Customers
In-house marketers for mid-sized organizations or for specific brands within larger organizations.

Trade Mission Objectives
To find new agency and Crainstorm clients in the U.S. To chat with potential partners to help us promote Crainstorm in the U.S.
EY (Ernst & Young)

EY is a global leader in assurance, tax, transaction and advisory services. The insights and services it delivers help build trust and confidence in the capital markets and in economies the world over. It develops outstanding leaders who team to deliver on the promises made to all stakeholders. In so doing, it plays a critical role in building a better working world for its people, its clients and its communities. EY works in almost every developed market in the world, with a focus across all industries.

EY’s Commitment to Supplier Diversity

EY is committed to maintaining a diverse supplier base and building relationships with suppliers who reflect the market, clients and communities we serve. We seek to actively identify, develop and do business with diverse suppliers as an integral component of our strategic sourcing and procurement activity.

Through our supplier diversity initiative, we seek small businesses and businesses owned by minorities, women, lesbian, gay, bisexual and transgender people, disabled veterans, and people with disabilities that can enhance our competitive advantage as well as provide innovative and cost-effective services for our clients.
RBC (Royal Bank of Canada)

Royal Bank of Canada (RY on TSX and NYSE) and its subsidiaries operate under the master brand name RBC.

RBC is one of Canada’s biggest banks, and one of the largest in the world based on market capitalization. It is one of North America’s leading diversified financial services companies, and provides personal and commercial banking, wealth management, insurance, investor services and capital markets products and services around the world. It has 81,000+ full- and part-time employees serving 16 million clients in Canada, the U.S. and 34 other countries.

RBC’s Commitment to Supplier Diversity

At RBC, we strive to have an inclusive supply chain. Our goal is to advance equality of opportunity globally to businesses owned by women, Aboriginal people, minorities/visible minorities, LGBT, people with disabilities, veterans and service disabled veterans. In the US, qualifying small businesses are also included. By providing equal access to procurement opportunities to qualified suppliers, we enhance the levels of quality, service and overall value to the organization. We encourage submissions, bids and proposals from all diverse suppliers.
**Corporate Partners: Sodexo**

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**Delegate:**
Elizabeth Auceda, Supplier Diversity Manager

905-220-5229  
Elizabeth.auceda@sodexo.com  
www.sodexo.com

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**Sodexo**

Founded in Marseille, France in 1966 by Pierre Bellon, Sodexo is the global leader in services that improve Quality of Life, an essential factor in individual and organizational performance. Operating in 72 countries, Sodexo serves 100 million consumers each day through its unique combination of services. In addition, Sodexo provides clients an integrated offering, derived from more than 50 years of experience. From food services, facilities and equipment management, and programs fostering our clients, their employees and visitors.

We offer a unique array of solutions that simplify and optimize the way work gets done.

**Sodexo’s Commitment to Supplier Diversity**

At Sodexo we are committed to supplier diversity beyond North America. We share a vision of a workplace rooted in diversity and recognize that diversity benefits us all. We actively seek to bring diverse businesses in our network of suppliers, including small, LGBT, indigenous, minority, women, veteran, service-disabled, person with disability owned companies.
Certifying Bodies: Canada’s LGBT+ Chamber of Commerce

Canada’s LGBT+ Chamber of Commerce

Established in 2003, the Canadian LGBT+ Chamber of Commerce (CGLCC) is a national, non-profit industry association. The CGLCC is committed to forming a broad-based coalition, representative of the various interests of Lesbian, Gay, Bisexual, Trans-identified, Queer, Two-Spirited and Intersex (LGBT*) owned businesses, allied businesses, corporations, professionals, and students of business for the purpose of promoting economic growth and prosperity, through public and private sector advocacy and engagement, to advance the common business interests and opportunities of its members and stakeholders.

The CGLCC has been building LGBT+ Supplier Diversity in Canada since 2012, and officially launched the program at the LGBT Supplier Diversity Forum during WorldPride 2014 in Toronto.

229 Yonge Street, Suite 400, Toronto, ON M5B 1N9  www.cglcc.ca
Certifying Bodies: Canadian Aboriginal and Minority Supplier Council (CAMSC)

Delegate: Cassandra Dorrington
President and CEO
Direct: 416-941-0004
Cell: 647-449-4390
cdorrington@camsc.ca

Canadian Aboriginal and Minority Supplier Council (CAMSC)
Founded in 2004, the Canadian Aboriginal and Minority Supplier Council (CAMSC) identifies and certifies Aboriginal and minority suppliers, delivers networking events, operates a nation-wide information and referral network, and develops programs and services that facilitate the inclusion of Aboriginal and minority suppliers in corporate supply chains. Associated with the National Minority Supplier Development Council in the United States, CAMSC operates as a private sector-led, non-profit membership organization governed by a board of directors comprised of major multinational corporations operating in Canada. Recognizing the importance of strong partnerships among government, major corporations and small businesses, CAMSC works with its stakeholders to build capacity and drive inclusive procurement with corporations throughout Canada and the United States as well as internationally. CAMSC certification is a market access tool that provides suppliers with a direct access point to major corporations across Canada and the United States that value the business benefits of an inclusive and diverse supply chain.

101-282 Richmond St E, Toronto ON M5A 1P4 www.camsc.ca

Government

Delegate: Carolyn Carson
Advisor, Stakeholder Relations, Public Affairs
613-598-2599
ccarson@edc.ca

Delegate: Kevin Sullivan
Account Manager
416-349-6519
ksullivan@edc.ca

Export Development Canada (EDC)
Export Development Canada (EDC) helps Canadian companies go, grow, and succeed in their international business. As a financial Crown corporation, EDC provides financing, insurance, bonding, trade knowledge, and matchmaking connections to help Canadian companies sell and invest abroad. EDC can also provide financial solutions to foreign buyers to facilitate and grow purchases from Canadian companies.

150 Slater St, Ottawa ON K1A 1K3 www.edc.ca
Twitter: @ExportDevCanada
LinkedIn: linkedin.com/company/163745/
Facebook: facebook.com/ExportDevCanada
Youtube: youtube.com/user/ExportDevCanada
LGBT+ Regional Chambers of Commerce:
Ontario Gay and Lesbian Chamber of Commerce

Delegate:
Alexandra Matveeva, Vice-Chair
647-282-7235
alexvmatveeva@gmail.com
www.oglcc.com

Ontario Gay and Lesbian Chamber of Commerce

The Ontario Gay and Lesbian Chamber of Commerce (OGLCC) is a federally chartered, non-profit organization whose goal is to create an environment in which LGBT+ businesses and professionals can thrive through the sharing of knowledge and resources.

The OGLCC offers LGBT+-owned businesses and LGBT+-friendly businesses an opportunity to connect, share best practices as well as experiences, and learn together. Through its events online and in person and through its directory and resources, it helps its members form valuable connections and achieve success.

www.oglcc.com

Quality of Life Means Respect

For our employees, partners, clients and our suppliers. That’s why we’re committed to creating an inclusive environment through our supply chain. By fostering a culture of inclusion and respect, Sodexo stays true to our promise of improving the quality of life of those we serve.

US.Sodexo.com
DIVERSITY IS THE POWER THAT DRIVES TRANSFORMATIVE IDEAS

Driving success for North America’s top brands depends on diverse perspectives, experiences, and skills—and a workplace that encourages innovation, fosters respect, and creates pride. From location-specific marketing and retail strategy to data analytics and commercial print, we’re trusted for our well-rounded expertise and far-reaching insight. We deliver transformative communications solutions that help our partners succeed.

Proud of our inclusive supply chain, we enthusiastically support both CGLCC and NGLCC’s mandates, and wish everyone a successful 2019 conference.

Visit us online at datacm.com
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CANADA

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Trade works best when everyone benefits.
The Canadian Trade Commissioner Service is your strategic business link to Canada. Let us connect you with the right Canadian partners for procurement, investment, innovation or education.

Le commerce n’est jamais aussi efficace que lorsque tout le monde en profite.
Le Service des délégués commerciaux (SDC) du Canada constitue votre lien commercial stratégique avec le Canada. Laissez-nous vous mettre en contact avec les bon partenaires canadiens en matière d’approvisionnement, d’investissement, d’innovation ou d’éducation.
Government of Canada
Trade Commissioner Service
Twitter: @TCS_SDC | @SDC_TCS
LinkedIn: bit.ly/tcs_in
Facebook: TCSSDC
Website: www.tradecommissioner.gc.ca | www.deleguescommerciaux.gc.ca

The Government of Canada’s Trade Commissioner Service (TCS) helps Canadian companies navigate international markets and connects international companies with qualified Canadian suppliers of high-quality products and services.

Every day, leading companies and organizations from around the world turn to Canada as their trusted business partner. Canada’s welcoming business environment and leadership in science and technology, research facilities and academic institutions makes Canada a strong foundation for an international business partner.

Our trade commissioners can connect you to the Canadian organization best suited to meet your needs for high-quality products. They can put you in touch with research and development partners in Canada. Furthermore, our investment professionals can provide the strategic intelligence you need to make sound investment decisions.

With offices in over 160 cities around the world, the Trade Commissioner Service (TCS) can introduce you to Canadian firms that are ready to do business in your market.

Let our team of professionals help you to connect with Canada.
SPECIAL THANKS
We would like to thank the companies that contributed to the design and production of this directory.

STUDIO DOWNEY

Global Affairs Canada
Trade Commissioner Service

Affaires mondiales Canada
Service des délégués commerciaux

Export Development Canada
Exportation et Développement Canada

EDC GF

Global Affairs Canada
Trade Commissioner Service

Affaires mondiales Canada
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