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**Sent:** September-19-18 10:45 AM  
**To:** d-chet Email Group  
**Subject:** Meet the Keynote Speakers

- | OPTIONS   |
|---|
| <ol style="list-style-type: none"> <li>1. That Council receive for information; or</li> <li>2. THAT Council authorize the Mayor or alternate to attend the 3<sup>rd</sup> Annual South Peace B2B Expo in Dawson Creek, BC on October 17, 2018.</li> </ol> |



**REGISTER TODAY!**

**MEET THE KEYNOTE SPEAKERS**

The 3rd Annual South Peace Business to Business Expo should not be missed! Join us for this unique opportunity to network with other South Peace businesses, as well as learn from some of the top experts in their field. Visit our [website](#) for more details!



## AZADEH YARAGHI

Azadeh is a Brand Strategist #1 bestseller on Amazon, speaker, mentor and founder of Gogo Telugo Creatives. With 14+ years of experience working locally and internationally (France, Italy, USA) in branding and marketing, she has built successful campaigns and picked-up awards along the way.

She works with entrepreneurs and corporations who are looking to create an authentic connection between their company and audience, build a magnetic brand that attracts their ideal clients, and ultimately make a difference in the world.

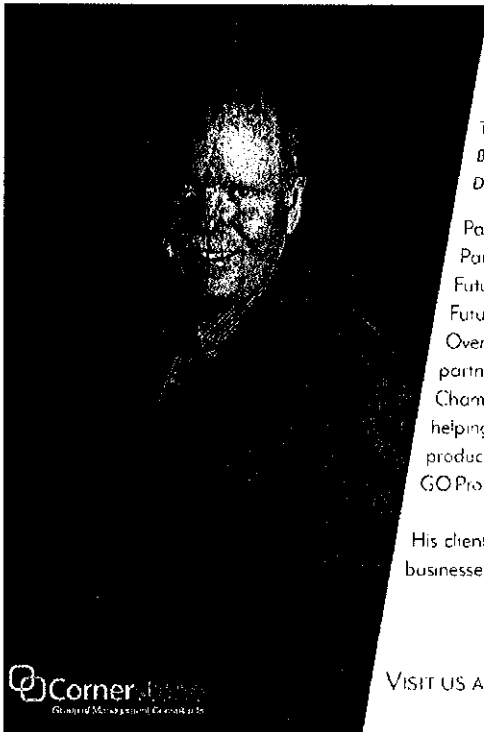
She is a proud mentor or Futurpreneur Advisory Board Member at Healthy Heroes Foundation, Community Leader at the David Suzuki Foundation, and past Communications Lead at the Vancouver Board of Trade Sustainability Committee

In her free time, she dances flamenco and salsa, plays beach volleyball, and travels the globe

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10.17.2018



## PAUL WIEST

*The Cornerstone Group of Management Consultants Ltd. – President  
Bachelor of Commerce, Finance – University of British Columbia  
Diploma, Urban Land Economics – University of British Columbia*

Paul Wiest was born and raised in the Kootenays. For the past 27 years, Paul has worked in the field of business development with Community Futures of Central Kootenay, BC Chamber of Commerce and Community Futures British Columbia. Prior to this, he worked in the banking industry. Over his career, Paul has been involved in a number of collaborative partnerships involving private sector and local agencies. Paul led the BC Chamber of Commerce's Competitiveness BC Initiative which focuses on helping to address the challenges that BC business face in improving their productivity and competitiveness. Paul is the Senior Productivity Advisor for GO Productivity in the BC Region.

His clients range from large international corporations, small medium sized businesses, non-profit agencies, and government.

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10.17.2018





## HELMUT PASTRICK

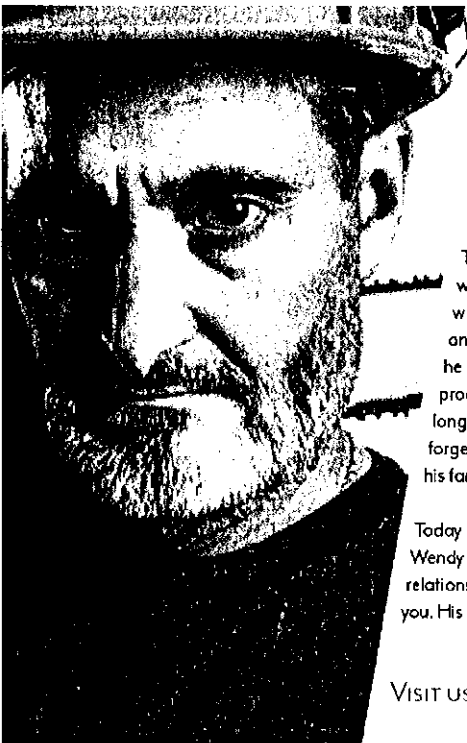
Helmut is the Chief Economist for Central 1 Credit Union, a position he has held for the past 20 years. Helmut leads the Economics department responsible for providing economic, housing, credit union financial analysis and forecasts to member credit unions.

Prior to joining the Central 1 Credit Union, Helmut spent many years with the Canada Mortgage and Housing Corporation analyzing and forecasting the housing market and economy.

Helmut is frequently called upon by the media to provide comments on economic news and his presentations are in demand by many organizations and groups, including credit unions, trade and professional associations, and service clubs.

He has a Master of Arts degree in Economics from the University of British Columbia(UBC) and a Bachelor of Arts (Honours) degree in Economics and Commerce from Simon Fraser University. He completed the Diploma Program in Urban Land Economics from the UBC Sauder School of Business.

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## ANDRE CHEVIGNY

André Chevigny had next to nothing growing up; living with his single mom in a mobile home, times were definitely tough. When his older brother Bryan needed help with his log home business, a teenage André would work peeling logs after school and on weekends.

The former Director and General Manager of Pioneer Log Homes of BC, André was in charge of the day-to-day running of this multimillion-dollar company with a global client list for 20 plus years. He managed more than 120 employees and millions of dollars' worth of log inventory on the yard. Expecting perfection, he pushed these men and women to their limits for maximum creativity and production, while holding a deep respect and appreciation for his staff who work long hours away from home and family. While he's exceedingly polite and never forgets anyone's name, André has been known to butt heads with some members of his family business, and sometimes even the guys in the yard.

Today and outside of Pioneer, André can be found spending time with his wife Wendy and four kids. Work or play, his commitment to family and resolve for building relationships is what André strives for daily. He is a firm believer that adversity transcends you. His honesty and integrity is apparent the first time you meet him.

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