

## EVENT

### Celebrating Entrepreneurship - Small Business Week Calgary

October 19, 2016

McLeod Law Celebrates Entrepreneurship: Foodies fuel Calgary's entrepreneurial renaissance

October 19, 2016 | 6:00pm - 8:30pm | Studio Bell National Music Centre - Performance Hall

Calgary used to be all meat and potatoes but these days, there's a foodie renaissance happening and it's being driven by local entrepreneurs. Join McLeod Law for an evening of up-close and personal interviews moderated by Partner Robert Fooks (aka "Fooksie") with four dynamic entrepreneurs who are leading the charge in redefining their industries, from right here in Calgary.

You will hear from:

- Jennifer Carlson, co-Founder & Director of Baby Gourmet
- Jill Vos, co-Founder & Vice President, Product Development of Baby Gourmet
- Jim Button, co-Founder of Village Brewery and Strategist at Evans Hunt Group
- John Jackson, co-Chef & co-Owner of CHARCUT Roast House, charbar restaurant, Rooftop Bar @ Simmons and Alley Burger

They'll be putting it all on the table for you, sharing their unique stories, insights and lessons learned in navigating the current economic climate and continuing to operate a successful business despite the odds.

This is one event you won't want to miss.

[Click here to register!](#)

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#### *About the Entrepreneurs*

Jennifer Carlson is co-founder and visionary behind Baby Gourmet, Canada's leading brand of organic baby food. She successfully launched the Baby Gourmet brand in 2006 along with her sister, Jill Vos, at The Calgary Farmers Market and has since built a company with product distributed in major retailers across North America. Jen is a mother of two well-fed children, an innovator and passionate about discovering the best ways to feed her family and making other mom's lives easier.

Jill Vos is co-founder of Baby Gourmet where she leads the product development initiatives and ensures that

each product tastes the same as when she makes it in her own home kitchen. Along with her sister Jennifer Carlson, they launched their products at The Calgary Farmers Market several years ago. A mother of four, she knows what babies, toddlers and kids like (and dislike) when it comes to food and as a former teacher she brings her creative zest for inventing recipes that kids love and mothers trust.

Jim Button is a leader in networked marketing and has been for over 25 years. As a founder of Village Brewery, Jim works hard to gather people around community. Using beer as a social lubricant he leverages his many experiences in marketing and building communities to create a more connected Calgary. At Evans Hunt Group, a digital marketing firm, Jim gets to focus that networked background on a one-to-one relationship – helping customers participate in the brands they engage with online.

John Jackson is co-chef and owner of one of Calgary’s most lauded restaurants, CHARCUT Roast House, and charbar, both on Canada’s 100 Best Restaurants list. John is internationally trained and brings his success in business full circle back to where it all began, here in Calgary. Bringing collaboration to the chef community in Calgary, John is a powerful voice with civic, business and hospitality organizations, advocating for community through food.

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Moderator: Robert Fooks, Partner, Corporate | Commercial

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McLeod Law is a proud supporter of private enterprise and the official law partner of Small Business Week YYC.

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