

Sold-Out Entrepreneur Forum a Success

400 GUESTS CELEBRATE A BOLD, PROMISING FUTURE FOR CHRISTIAN ENTREPRENEURSHIP

On the evening of Wednesday, Nov. 7, 2007, the Sheraton Guildford opened its ballroom doors to a 400-person sell-out crowd of entrepreneurs, Trinity Western University alumni and entrepreneurship students. The 3rd Annual Entrepreneur Forum, one of the largest annual gatherings of Christian entrepreneurs in the world, hosted guests of all ages from various sectors of business.

Featuring a book launch, live auction, door prizes, desserts, networking, and a keynote address by internationally-renowned speaker Peter Legge, the evening's program was a one-of-a-kind experience. Rather than perpetuating the traditional "sit back and watch" mentality, the event encouraged guests to participate and interact. In addition, each guest received a complimentary copy of the new book being launched, called *Entrepreneurial Leaders: Reflections on Faith at Work, Vol. 3*.

The climax of the evening was Peter Legge's riveting and challenging address. All eyes in the room were on this dynamic, award-winning entrepreneur as he told the story of a skier who, though miles ahead of the rest, sought to ski the best race of his life rather than coast on his achievements—a choice which, through a strange twist of events, cost him the gold medal. Then entrepreneurs nodded knowingly as Legge described his own decision to pour the best of his time, talent, and money into the pursuit of a dream with uncertain results. He challenged people to clarify and remember their goals on a daily basis. His address met with a standing ovation and overwhelming applause.

This year's forum itself is a testament to the truth of Peter Legge's words. What began as a book launch two years ago is now a leading international event in the field of Christian



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entrepreneurship. Moreover, the TWU Entrepreneurship Program has now submitted a proposal to become The Centre for Entrepreneurial Leaders. And the dream is only beginning to be realized through a process of continual prayer, risk, determination, and vision.

Overall, the purpose of the evening was to provide information, inspiration and edification: information regarding the proposed Centre for Entrepreneurial Leaders; inspiration through Peter Legge's "How to Make Your Life a Masterpiece"; and edification through the encouragement of other Christian entrepreneurs, as well as through the uniquely posed challenge to redefine one's daily life in the marketplace as a Christian calling.

2008 Visiting Professor

"Virtues and vices are being inverted. Greed is good and sin to win: the gauntlet has well and truly been thrown down. **How can Christianity meet this challenge?**"

- Dr. Richard Higginson, *Questions of Business Life*, p. 24



Dr. Richard Higginson is the 2008 Visiting Professor hosted by the proposed Centre for Entrepreneurial Leaders. Higginson is Director of Studies, Lecturer in Christian Ethics, and Director of the Ridley Hall Foundation's 'Faith in Business' Project, Cambridge, UK. He has also written several publications, including a book called *Questions of Business Life: Exploring Workplace Issues from a Christian Perspective*.

Higginson's work, dealing with the interplay between entrepreneurship and Christianity, has been an inspiration and encouragement to many Christians in business—proving that conversations about seeing business as a calling are engaging businessmen and academics all over the world.

On **Saturday, February 16th** from 8:30-10:00 a.m., Higginson will speak at TWU on the topic "**The Virtues of Business.**" Community members are welcome to attend.