



Small Business Week 2025

7:00 - 7:30 am Registration

7:30 am Breakfast

7:45 am • Welcome - **Joe Whitbread** *Master of Ceremonies*

- Greetings - **Peter DeWit** *EDGE Marketing*
- Prayer - **Dr. Loucius Michel** *Dean, Burman School of Business*
- Greetings from Burman University - **Dr. Loren Agrey** *President Burman University*
- Land Recognition - **Thirsa Ward** *President, Business Club*

8:15 am Keynote Speaker - **Mike Szyszka** *Reaction Digital / Alberta Chamber of Commerce*

AI-Powered Business Operations

9:15 am Break & Networking

9:30 - 10:00 am Workshop - Practical Application of AI for Small Businesses
Haytham Mahir/Tyler Pearson *EDGE Marketing & Design Inc.*

10:00 - 10:30 am Burman Business Competition – Presentation from the winning Burman students -
Danae Brousson *Burman University*

10:30 - 11:00 am Break/Coffee & Networking

11:00 - 11:45 am Panel Discussion Q&A

- Panel Discussion Moderator **Joe Whitbread** *Joe Social Media (JSM)*
- **Peter DeWit** *EDGE Marketing*
- **Mike Szyszka** *Reaction Digital*
- **Dr. Robert Opoku** *Donald School of Business*
- **Chad Vandervalk** *Business Consultant at Strand360*

11:45 am Closing remarks - **Wendy Buyar** & **Dr. Loucius Michel**

Noon Adjournment

Sponsored by School of Business
at Burman University

