



Parenting Expo 2017

Positive Parenting • Positive Future

June 22, 2017

BACKGROUND

About Parenting Expo™

Parenting Expo™ is a parent community event, organized by ParentConnect™, aiming to provide parents and parents-to-be with a unique and convenient opportunity to explore and benefit from resources available in our community. The event is led by an award-winning team of professional marketing and event experts with over 50 years of collective experience.

Sharing the ideals and values of ParentConnect™, this exclusive annual event allows growing families to learn from experts on techniques in positive parenting, raising a healthy family, latest trends in products and services for growing families and pursuing generational and cultural harmony within the family.

With customized programming offered in English, Cantonese and Mandarin in its first year to welcome the multicultural community, Parenting Expo™ is a one-stop space for knowledge sharing, education and access to useful resources.

A launch pad for ParentConnect™, Parenting Expo™ will be held on October 21 and 22, 2017 at Markham Event Centre. The event offers an exclusive platform for public and private sector services and products to connect with thousands of families in the GTA, York Region and neighbourhood regions.

With over 50 exhibitors and 12 expert speakers bringing the latest trends, techniques, and innovations in parenting, parents can equip themselves and give their child the valuable inheritance of a happy and healthy family through the power of positive parenting.

Event Corporate and Community Partners

Home furnishing company IKEA North York, The Remington Group, TD Wealth Private Wealth Management, Costco Wholesale Canada, Moksha Yoga Markham, Ontario College of Teachers, Yip's Music & Montessori School & Somerset Academy, York Region Public Health, St. John Ambulance York Region Branch, and York Regional Police

About ParentConnect™

Vision: To create a positive future through strong values and positive parenting

Mission: To build a strong parent community, both online and offline, for ongoing learning, sharing and communication

ParentConnect™ is an initiative founded by a passionate immigrant parent to promote positive parenting and a better future society. Based on an informal focus group study by



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ParentConnect™, there is a huge information gap for new and immigrant parents to access the knowledge and resources they need to raise a family in an unfamiliar and time-stressed environment.

ParentConnect™'s objective is to create a platform for free and convenient access to new and immigrant parents for ongoing collaborative communication and knowledge sharing. Parents can join the online community to receive news and educational resources all under one roof. In addition, they will also be invited to programs and activities to learn from experts on such topics as health, safety, lifestyle, education, and financial literacy. Parents can also network with other parents of diverse ethnic descent to share experiences and thoughts. Public and private sector service and product providers will be invited as partners to provide information, activities, samples, and discount programs.

About the Founder

With over 20 years of professional experience in marketing and public relations, Loretta Lam is a well-recognized industry and community leader. She has formerly held management and consultant positions at leading multinational firms such as Hill & Knowlton in Canada, and Ogilvy Asia.

Loretta is a frequent speaker and article contributor on entrepreneurship, multicultural marketing and public relations. She pioneered 360 Multicultural Marketing and instigated the “bridging the Chinese and Canadian markets” initiative in 1995 when she was president of Chinese Canadian Advertising Marketing Media Association. She has successfully introduced ethnic marketing to mainstream industry associations and media, including Marketing Magazine's first special feature on Chinese Canadian Advertising Awards, which evolves to become the current annual Multicultural Marketing Report and Awards.

Loretta is an Entrepreneur Awards winner in 1998 and an active speaker and frequent article contributor in areas of entrepreneurship and marketing in Canada, including invitation to the Blue Ribbon Judge Panel of the 2017 IABC global Gold Quill Communications Awards, and speaking at the Canadian Chamber of Commerce, and CIBC World Markets' Conference on Retail Marketing.

Always believing in giving back to the community, Loretta has been very active with various charities and not-for-profit organizations, including: President-elect Multicultural Marketing Alliance of Canada; Immediate Past President Chinese Canadian Advertising Marketing & Media Association; Senior Advisor, North American Association of Asian Professionals; Current Advisor, Mon Sheong Foundation and Taiwan Entrepreneurs Society; International Relations



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Advisor for Canadian Liver Foundation; Advisor, Markham Board of Trade Strategic Planning; Founding Advisor, ORBIS Canada; past Board of Director of Centre for Immigrant & Community Services.

Loretta came to Canada in the 90's, later married and started her family in Canada. In her early days, like many immigrant families, she faced many challenges between raising a family and pursuing career success. In her recent years from her encounter with other immigrant parents, young people from immigrant families, and hiring and training her young staff, Loretta sees a big gap to fill for information and resources that can help these new and immigrant parents be better and more effective parents. With full support from her team at her firm Focus Communications, Loretta started the Dream Mission in 2016 Summer to create this parenting community platform ParentConnect™, and launch its first event Parenting Expo™ in October 2017.

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