



## Mike Cohen **Society Scene**

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# Let's Get Going: VIP lunch attracts corporate executives and entrepreneurs

Business matchmaking took over the 40 Westt Steakhouse & Rawbar in Pointe Claire recently as motivational sales analyst Marcie Balaban of Let's Get Going held a VIP lunch featuring corporate executives and entrepreneurs doing a whole lot of networking.

What Balaban has been doing the past 16 years through her company is the co-ordinated pairing of entrepreneurs and corporations by arranging small boardroom meetings with various owners or upper management of companies that she believes are good matches. Instead of blindly talking to unknown attendees at a cocktail party, her approach is to create a directed meeting between business owners and executives with a common purpose of finding trading partners and referral sources.

I found this event to be an inspiring and energizing experience. Brian Schwenger, the vice-president of operations of Hitek Logistics and a magician as well, delivered the keynote address.

Miles Krol, the owner and founder of the Personal Training studio Milesfit, shared his story of how he went from almost 300 pounds to his present-day muscular features and an exercise guru. Entertainer George Thomas was the emcee. Everyone enjoyed a delicious lunch of filet mignon or fish, an appetizer and dessert.

After lunch, Thomas signaled everyone to circulate through the room and introduce themselves to someone they did not know. The first person to confirm they had booked a private appointment won a gift card for Thomas' mobile barbeque operation. Balaban was accompanied by her enlightening and charismatic 90 year old mom Ruth.

CAMP ERIN: *Ignite*, Camp



Chef Stefano Hinoporos, Marcie Balaban, Isadore Nudel from Codell Audio and John Leonis of 40 Westt.



Clinical Director of Camp Erin Corrie Sirota and Jon Reider.

Erin's first cocktail d'atatoire fundraiser, was held recently at Le Mezz Restobar in TMR. Some \$10,000 was raised for the camp, which caters to bereaved children. The evening of food, drinks, musical performances and raffle prizes was a huge success with an attendance of over 130 people. "We believe we accomplished our goal of 'sparking' awareness about this incredible resource within the Montreal community," said spokesperson Ashley Frankel. Founder and Chairman Jon Reider thanked the 11 performers, numerous volunteers, major sponsors MNP and Rideau Funeral Home.

C.A.R.E. GALA: I was pleased to be in attendance last Thursday evening for a gala fundraising dinner at the Hellenic Community Centre in Outremont benefiting the C.A.R.E. Centre in Côte Saint-Luc, which provides programming for adults with severe physical disabilities. Close to 200 people were in attendance. CJAD's Elias Makos was outstanding as the emcee. Bravo to new C.A.R.E. Interim President Joanne Charron, Executive Director Olivia Quesnel, saxophonist Jennifer Bell and all those who made the evening possible. Over \$20,000 was raised.



Immigration consultant Andrew Fang, financial advisors Trysa Steppings and Ivan Cons and notary Noah Neudorf.



General contractor Edouard Ruyz, architect Laura Sehn and Rocco Bello from D.Rock Garage Doors.



Brian Schwenger and George Thomas.



Promotional products specialist Rhona Bachan and Miles Krol.



Eleni Bakopanos, Jennifer Maccarone, Nico Yannakis, Elias Makos, Olivia Quesnel and Zoi Batsis at the C.A.R.E. event.

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