



## Interview with a 2015 Conference Attendee

*Dan Ohler, Chair 2016 Canadian Employee Ownership Conference, interviews Dean Ell, Director of Finance, iQmetrix*

**DO: What were some of your reservations before you registered last year?**

**DE:** I had two major concerns with it being the first annual, content of speakers/agenda and how many attendees would show up. I took the plunge and it was a fantastic experience.

**DO: How long has iQmetrix been an ESOP?**

**DE:** We have been an ESOP since 2008.

**DO: What one or two things did you take away from the 2015 conference?**

**DE:** I can't think of any venue where you could have access to that much ESOP experience in one location in Canada. And listening to the ESOP success stories shared by some of the speakers and other attendees I met during the networking opportunities; it inspired me to want to share the iQmetrix experience at this year's conference. And if you had a question for one of the speakers, you could find time to chat with them during a break or meal or event or even after the conference. In the end I felt there was something on the agenda for everyone.