



Victoria Strikes Team to Create Economic Development Strategy for Capital City

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For Immediate Release

VICTORIA, BC — A panel of 13 local business professionals will work with City staff to develop an economic development action plan to retain and attract economic growth to the Capital City.

“Cities have an important role to play in economic development. It is a strong economy that creates jobs and affords us the ability to move on such issues as a vibrant downtown, affordable housing and public transit.” noted Mayor Dean Fortin. “Our downtown is key to a successful region.”

The strategy will include an assessment of the City's realistic economic development and employment growth prospects in the short, medium and long term, opportunities to strengthen and diversify the local economy and identify the subset of opportunities that are focused on environmental services, green technology, sustainable building strategies and environmentally-friendly sectors of the economy.

The panel is composed of 13 members, including: Rob Bennett, Greg Brophy, Deirdre Campbell, Bruce Carter, Peter Ciceri, Alan Dolan, Scott Hoadley, Mohan Jawl, John Juricic, Dr. Valerie Kuehne, Pauline Rafferty, Mike Suzuki, and the Deputy Minister of Community and Rural Development. A steering committee comprised of senior City staff and Sasha Angus, Economic Development Officer for the Greater Victoria Development Agency will also participate in development of the strategy.

Chaired by City Manager Gail Stephens, the advisory panel will work with City staff and *Coriolis Consulting* to develop an economic development strategy for the Capital City. *Coriolis Consulting* will conduct a best practices review of what has worked in other cities and facilitate consultation with sectoral stakeholders and the broader community to garner input into the strategy and action plan.

The panel's first task has been the development of a project charter to outline strategy development to be considered by the Governance and Priorities Committee on Thursday, October 21. The charter outlines deliverables, engagement methodology to garner community input and associated timelines.

The strategy and implementation plan are expected to be complete by April 2011.

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Backgrounder including biographies attached.
Photos of advisory panel members are available on request.

For More Information:

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BACKGROUND

CITY OF VICTORIA ECONOMIC DEVELOPMENT ADVISORY PANEL

October 2010

Rob Bennett, Incoming Chair Greater Victoria Development Agency

A computer science graduate from the University of Victoria, Rob has been actively engaged building technology companies in Greater Victoria for over 30 years. Rob is an enthusiastic participant in various aspects of our community, as a Chamber board member and the incoming chair of the GVDA, a past board member and chair of VIATeC, co-chair of the VIATeC Grow-Op Advisory Council and VIATeC's Business Coach, CEO-in-Residence in the BCTIA's Centre4Growth venture services program, a board member on the BC Cancer Foundation and sits on the Advisory Council for the Salvation Army.

Greg Brophy, General Manager BC Public Sector - IBM Canada Ltd.

Greg Brophy is IBM's General Manager for British Columbia's Public Sector business (Government, Healthcare and Education sectors). He is also the Senior Location Executive for the city of Victoria. Greg has served in these positions for the past five years.

Previous to this, Greg was the National Healthcare Executive for IBM Canada responsible for IBM's Healthcare Solutions portfolio -- a role which he held for over ten years. With 26 years of experience in the Government, Healthcare and Education technology fields, he and his team provide innovative business transformation, strategic outsourcing and technology solutions to the BC Public Sector.

Over the past ten years, Greg has served as board member or chair for several not-for-profit associations. Greg is currently Past Chair for NIGEL Services for Adults with Disabilities Society, after having served the past four years as Chair.

Deirdre Campbell, Vice Chair Tourism Victoria

The owner of The Tartan Group, Deirdre has been a communications professional in Canada for 20 years. Together with her team of five coworkers, Deirdre is committed to helping businesses become more sustainable and substantially raise their community, national and international profile through marketing communications and public relations. Today, Tartan represents clients in Seattle, BC, Alberta, Manitoba, Mexico, Costa Rica, and Nicaragua and has offices in Vancouver, Victoria and New York.

Deirdre's volunteer work includes serving as incoming Chair for Tourism Victoria, Board Member, Robert Bateman Centre for Sustainability at Royal Roads University, Advisory Board of the International Ecotourism Society and Board Member of the Culinary Tourism Society of BC.

Bruce Carter, CEO Greater Victoria Chamber of Commerce

Bruce Carter has been the CEO of the Greater Victoria Chamber since July 2004. Before joining the chamber he owned a web development firm for which he operated for almost five years. As the CEO of the Chamber Bruce is responsible for all operations and is the media spokesperson. Bruce gives numerous speeches and attends numerous events as well as appearing on average 30 times a month in the media.

Bruce has a diverse background including: project management, service as a Naval Officer, wholesale sales, property management and working as a commercial pilot. He has a Bachelor of Commerce Degree and a Graduate Certificate in Business Administration.

Peter Ciceri

Peter Ciceri is the past President and CEO of Custom House. With over 30 years experience in technology and now the financial services industry, Peter has held executive positions with successful high growth organizations including President of Compaq Canada Inc from 1997 – 2000, Tandem Asia Pacific Computers and Hewlett Packard Asia, based both in Hong Kong and Tokyo.

Peter also has extensive experience as a corporate director on both public and private boards, including: Sierra Wireless Inc., University of Victoria's Board of Governors, as well as BC's —Premier's Technology Council. Recognitions include being named one of Canada's top 100 IT Influencers' in 1999, and in 2000 he was named one of Canada's top 100 business executives by the National Post Report on Business.

In 2001 Peter was also awarded the University of Victoria's —Alumni of the Year— for Business Achievement. Peter has a BA (Economics) from UVic and an MA (Counselling Psychology) from UBC. Peter is a member of the Institute of Corporate Directors and is an active member of the BC Association of Registered Clinical Counsellors.

Alan Dolan, Chair

Values Based Business Network

Alan has operated Alan Dolan & Associates for the past 16 years, a Victoria-based company that provides communications, public consultation and facilitation services.

Alan is a founding member of the Values-Based Business Network, which focuses on inspiring and supporting the sustainable practices of local, independent businesses on southern Vancouver Island. He has been on the board for three years, serving as Chair for the past two.

Alan sat on the CRD Roundtable of the Environment for seven years. He is a member of the Greater Victoria Chamber of Commerce and previously sat on its Environment Committee. He sits on the Steering Committees of the Greater Victoria Food Exchange Co-op and Pesticide-Free CRD. Alan is formally trained an environmental biologist, with a BSc from McGill University and an MSc from University of Waterloo.

Scott Hoadley, Chair

Downtown Victoria Business Association

Scott Hoadley has been the Hotel Manger at the Inn at Laurel Point since October of 2006. In his current role he has been working to reposition the Inn at Laurel Point to be an elegant waterfront inn located on Victoria's Harbour. The hotel has opened AURA Waterfront Restaurant and Patio, voted by Where Magazine in 2009 as one of the 10 best new restaurants in Canada, and awarded Open Table's Diners Choice Award. The hotel has embraced its role as an environmental steward and has partnered with Offsetters to become the first carbon neutral hotel in British Columbia.

Scott's hotel career over the last 15 years has included senior hotel operations management positions with Fairmont Hotels and Resorts, Holiday Inn, Sheraton and Coast Hotels. He has worked overseas in Bermuda and in various locations in Western Canada. He has attended management development programs with Cornell University's School of Hospitality, the University of Guelph and University of Victoria.

He is currently the President of the Hotel Association of Greater Victoria, and the Chairman of the Downtown Victoria Business Association.

Mohan Jawl, Director

Downtown Victoria 2020 Conference Society

A native Victorian, Mohan Jawl was a founding partner of the law firm of Jawl & Bundon in 1973 and remains an Associate Counsel with that firm. He is also a principal of Jawl Development Corporation and has been involved in numerous real estate projects in the Capital Region, including the Selkirk Waterfront, Mattick's Farm, Sayward Hill and the recently completed Atrium Building in the downtown core. In 2003, Mohan was President of the Downtown Victoria 2020 Conference Society and helped organize a successful conference to discuss the future of Victoria's downtown core. He has been a lecturer at the University of Victoria Law School and an Executive In Residence in the Faculty of Commerce. He remains active in civic affairs and has a substantial interest in the future of our City.

John Juricic, Co-founder

Etraffic Solutions

John Juricic is Co-Founder and Corporate Business Development Evangelist for Etraffic Solutions, an international online learning & digital media solutions company based out of Victoria, BC.

John is the Past-Chair (2009) of the Greater Victoria Chamber of Commerce (GVCC) and currently sits on the Board of Directors of the BC Chamber of Commerce for 2010. He has been on the GVCC Board of Directors since 2005 and has chaired a number of committee's including Election Readiness, Government Affairs, Business of Sport, and the Greater Victoria Development Agency.

John currently sits on the Board for SportHost and Mt St Mary Foundation as well as Member of the Mayor's Technology Council.

Dr. Valerie Kuehne, Vice President External Relations

University of Victoria

Valerie is Vice-President External Relations at the University of Victoria, responsible for community relations, government relations, marketing, communications, corporate relations, ceremonies and events, art galleries, alumni relations and development. In her various roles at UVic over 20 years, Valerie has had responsibility for working with government, postsecondary institutional partners, health authorities, community organizations, and others in developing, resourcing, and implementing new collaborative academic programs and research initiatives. In her current role, she has integrated the external relations mission and activities more closely with the university's core mandate of delivering exceptional academic and research programs.

Valerie is an internationally respected researcher in the area of intergenerational relations. Prior to joining UVic's School of Child and Youth care in 1990, she earned her BSC in nursing from the University of Alberta, a master's in child development from Loyola University and a PhD in human development and social policy from Northwestern University in Chicago.

Valerie has participated on numerous community initiatives and served on various Boards, including the Greater Victoria Development Agency, Leadership Victoria, and the Greater Victoria Spirit Committee. She is also a frequently sought-out mentor for women.

**Pauline Rafferty, CEO
Royal British Columbia Museum**

Pauline Rafferty brings an ideal mix of knowledge, skills and experience to the position of Chief Executive Officer, which she has held since 2001. A trained archaeologist, her work first centered on archaeology, then on heritage interpretation, from supervising survey crews and managing grant processes for heritage-project proponents to meeting the marketing and financial needs at provincial sites such as Fort Steele and Barkerville. In 1990, Pauline was appointed Assistant Deputy Minister at the Ministry of Women's Equality. She joined the Royal BC Museum to help the institution develop a new business focus and held responsibilities for finance, marketing, human resources and information systems.

With her appointment as CEO in 2001, Pauline set out to achieve several objectives. Among the successes so far: transforming the RBCM to a Crown corporation; seeing a new Museum Act implemented; having title for Cultural Precinct lands transferred to the RBCM Corporation; and achieving greater financial self-sufficiency. Still on Pauline's list of things to accomplish: bringing to fruition the RBCM's master redevelopment plan, with new state-of-the-art collections facility; putting in place stable, multi-year plans for programs and exhibits; and advancing the work already begun on the RBCM's strategic research and collection plans.

**Mike Suzuki, Vice President, Vancouver Island District
Bank of Montreal**

Now vice-president of Bank of Montreal, Mike started as a Commercial Account Manager trainee in 2003. He then managed a portfolio of Dealership Finance clients, then managed a team of Commercial Bankers here on Vancouver Island, then into his current role as Vice-President for BMO Bank of Montreal for Vancouver Island District (includes Vancouver Island, Salt Spring, and Powell River). Mike's team includes 21 branches which are home to our personal bankers, commercial bankers, and Financial Planners.

Mike's first job out of university was with Bankers Trust, an investment bank on Wall Street. Mike worked in a trade support role for a Global Investment Derivative Portfolio. Mike then spent seven years with Maynards Industries, an auction, liquidation, and appraisal company based in Vancouver, BC, working at first as a Project Manager and then as the Director of the Consumer Goods Division. Focus of role was the appraisal and liquidation of inventory and fixed assets for companies across North America. Mike holds a Bachelor of Science in Major Finance from St. John's University in NYC, New York.

**To Be Named
Deputy Minister Community and Rural Development
BC Provincial Government**

**Gail Stephens, City Manager
City of Victoria
*Chair of Economic Development Advisory Panel***

Gail Stephens has been City Manager in Victoria since July 2009. As City Manager she is responsible for all city operations including Fire, Engineering, Parks, Planning, Corporate Services, and Sustainability.

She was previously the Vice-President of Finance and Services at the University of Calgary overseeing the finance, human resource, information technology and health, safety and security of university operations. Prior to this, she was Chief Executive Officer for the BC Pension Corporation, one of Canada's largest pension administrators.

In 2004, the Pension Corporation won the Premier's Award for Excellence recognizing the demonstrable shift to a client focused culture. Prior to accepting the position of CEO in 2003, Ms. Stephens was the first Chief Administrative Officer for the City of Winnipeg. As CAO she helped lead a diverse team of departments to become one of the most cost effective city governments in Canada with a citizen satisfaction rating of over 92%.

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