

# Focus on Leadership

A SPECIAL SERIES ON CALGARY'S BUSINESS VISIONARIES

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## Signs of the times pack a Pattison punch

If you've ever been to Calgary, you've probably experienced Pattison Outdoor Advertising.

The company's billboards and signs, as well as transit and airport ads, are peppered across the city's landscape, and it's been that way since 1932.

"We take our heritage very seriously and work tirelessly to keep building on our proud legacy," says Brian de Ruiter, vice-president and general manager of the company's Prairie region.

"That's why we got involved in Action Calgary. We are committed to the economic vibrancy and growth of Calgary. We want to do whatever we can to add value to Calgary's economy and help our fellow stakeholders in the business community thrive."

Pattison provides a wide variety of powerful, targeted advertising that works — often for less than \$100 a day.

"What sets Pattison Outdoor apart from its competitors, or in general, is the inescapability of the medium, its tremendous power to get results and its cost effectiveness," says de Ruiter. "No medium reaches more Calgarians more often for less money."

In addition to selling all of the ads at Calgary Transit and the Calgary International Airport, Pattison has a large selection of static billboards and a growing elevator advertising business in down-

town office towers.

"To coin a phrase, we have Calgary covered by way of a wide variety of advertising services and mediums, at a price almost any business can afford," de Ruiter says.

"In addition, we have a passion for customer service and offer all the extras: complimentary creative services, production experts who manage the production process from start to finish. Our goal is to make our advertising services turn-key and seamless."

A team of about two dozen full-time employees, several part-time staff members and numerous contractors guide clients through a Calgary advertising market churning with technological change, turmoil and upheaval.

"Outdoor advertising's elegant simplicity is one of its greatest virtues and has stood the test of time," says de Ruiter. "It worked well in the 1930s when we started here; it works well now; it will continue to work well as long as Calgarians continue to leave their homes every day and live active, dynamic lives."

He feels Pattison is a good fit for Calgary because it's a 100 per cent Western Canadian-owned and operated company, which means employees understand the market well, and are committed to the communities they serves.



Photo courtesy Pattison Outdoor Advertising

**Pattison Outdoor Advertising billboards have been a part of the Calgary landscape since 1932.**

The company supports numerous not-for-profit organizations, including Heritage Park, Calgary Make-A-Wish Foundation and the United Way of Calgary.

"Our commitment to Calgary is more

than just economic," de Ruiter says.

"We are also committed to the long-term social well-being of Calgary, a city in which many of our staff were born and call home."

## Investing in Calgary's future a PwC priority

Anything that's good for Calgary is good for PricewaterhouseCoopers LLP.

That's why the firm got involved in Action Calgary, says Scott Bolton, PwC's national energy leader for Canada.

"This is an initiative that's really attempting to engage the corporate community to help Calgary industry develop, to support employment growth, economic diversification and international reach," he says.

"These are important initiatives for the city, and we want to be part of them. We want to give back to the community. We want to invest in Calgary's future."

PwC has about 600 employees in Calgary, most of whom work within the energy sector.

Bolton expects staff to be kept busy in 2010, in light of stronger oil and gas prices, renewed investment in the oilsands and a slate of merg-

ers and acquisitions on the horizon.

"We're seeing an uptick generally," he says. "I would say the consensus is this will be a robust year for mergers and acquisitions, in particular. And in the oilsands, you could say there's a renewed sense of confidence to commit capital to these assets."

Bolton is confident his team can help energy players through these busy times.

"I think we have really unparalleled global reach. We're a global organization with a very strong global energy practice, and we have a strong, local, energy-focused presence in Calgary as well."

"We have world expertise in tax and audit, but also in areas such as climate change; advisory; information technology consulting; business transformation; corporate mergers and acquisitions and restructuring; and private company services."



Wil Andruschak photo

**PricewaterhouseCoopers is a global network with a "very strong global energy practice," says Scott Bolton, the company's national energy leader for Canada.**

## EnCana split doubles focus

If one good company is good for Calgary, two better companies are better.

That's the word from Alan Boras, spokesman for EnCana Corp., on the company's recent split, which resulted in the creation of Cenovus Energy and a more focused incarnation of EnCana.

"We have found that as we are able to focus our attention, energy, management time, employee time on core pursuits, we become more efficient, achieve greater success and find better ways to do new things," he says in explanation of the split. "We don't have to balance one off against the other."

Cenovus is an oilsands-focused integrated oil company, while the new EnCana is a pure-play unconventional natural gas producer.

"Technological breakthroughs that Calgarians have helped to develop have allowed us to tap vast new supplies of gas across North America," says Boras. "And because natural gas is an efficient, clean-burning fuel, and we have it at very affordable rates, it is very competitive with other fuels. There is a great opportunity to grow its place in the energy mix."

EnCana, whose corporate roots in the city date back to the building of the Canadian Pacific Railway, still has 3,800 employees — 1,600 of whom are based in Calgary.

"Having an attractive, vibrant city to live in and raise a family, build your career and have challenging work, is one of the most key fundamentals for attracting and retaining the best people for your company. That's why we support initiatives like Action Calgary," says Boras.

"And these things feed on each other. If you have an attractive city, you get top-notch employees; if you have top-notch employees, they contribute to making that city even more attractive."

## Shaw taps into green designs

If you want to see how Shaw Contact Group's participation in Action Calgary has paid off, visit the offices of Calgary Economic Development, and look down.

Shaw Contact Group is a brand of Shaw Industries — the largest carpet manufacturer in the world — and some of its wares adorn the CED offices.

"Our products provide a sustainable design solution that customers are seeking to greatly enhance their office environments," says Steve Pettit, Shaw's Calgary territory manager. "Participating in Action Calgary also sets Shaw Contract Group apart in the very competitive commercial flooring industry, while allowing the company to play a part in the community's future."

Shaw has maintained a strong presence in the Calgary market since the early 1990s. Its sales team works closely with local specialized dealers to deliver its award-winning products

— broadloom and modular carpet for offices, hospitals, schools and retail stores, as well as hardwood, ceramic tile and rugs.

Aside from its size, as well as the breadth and quality of its products, Shaw is noteworthy for its commitment to the environment.

Because its carpet backing and nylon fibre are completely recyclable into new backing and nylon, the company eliminates the landfill from the equation.

"Calgary is an important market for Shaw because many of Canada's leading corporations and firms are either headquartered here or have a presence in the city," says John Stephens, marketing vice-president.

"Many of the end users we work with are very focused on sustainability. They choose Shaw carpet because of our ability to recycle the product into new carpet at the end of its useful life."

## Lawson Projects creates legacies

The 45-storey Canterra Tower, Sheraton Eau Claire, the Tom Baker Cancer Centre and Enmax Place all have two things in common: they're all Calgary landmarks, and they were all built by Lawson Projects.

Lawson is a Calgary-based project management firm that helps clients reduce the risks associated with construction by merging disciplined business thinking with construction prowess.

"We have a long list of favourites, and we are very excited to be adding two more Calgary landmarks to our list of completed projects this year," explains Lorne Larrivee, one of the principals of Lawson Projects.

"In 2010, we will complete the 150-unit Willow Park on the Bow Seniors' Residence, and the four-storey office and retail Atlantic Avenue Art Block, incorporating a striking art gallery."

Lawson, established in 1976, employs 12 trained project managers who build the right team for each project they work on — engaging the designers, consultants, contractors and suppliers best suited.

"We have an established reputation for completing projects on budget and schedule, while satisfying the client's project objectives in a safe and efficient manner," Larrivee says.

Being located in Calgary gives the firm great access to abundant local resources, and allows Lawson to provide its services across Western Canada.

"We decided to become corporate partners in Action Calgary because we saw this as an opportunity to introduce the benefits of global project management to a number of public and private sector organizations," Larrivee says.

"Lawson Projects will be a resource to Action Calgary as corporations look to expand to the Calgary market."

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