

Focus on Leadership

A SPECIAL SERIES ON CALGARY'S BUSINESS VISIONARIES

A special publication of the Calgary Herald in partnership with Calgary Economic Development

Flames Foundation scores big

While leading on the ice might result in a stadium full of fans driven to their feet with fists raised in victory, sometimes leadership off the ice may result in the smile of a child too weak to offer more or a high-five of a boy lacing up his first pair of hockey skates.

The Flames Foundation for Life is the charitable arm of the Calgary Flames hockey club, and it has been committed to supporting education, health and medical research and amateur and grassroots sports since it was established in 1988.

The Foundation builds on the Flames' history of giving back to the community for the last three decades, investing more than \$32 million during that period.

"We want to show pride and leadership in the community through the team, and one of the ways we do that is through the Flames Foundation for Life," says Ken King, president and CEO of the Flames.

"As a professional sports team, we not only want to bring pride and enjoyment to our community through our sport, but we also want to be a vehicle for helping our community."

For example, about 400 families are now benefiting from care each year at Alberta's first free-standing hospice for terminally

ill children thanks, in part, to the Foundation.

The \$12.5-million facility — a two-storey house with 11 bedrooms, therapeutic activity areas and a classroom — was named the Rotary Flames House in recognition of financial donations through a partnership between the Rotary Clubs of Calgary and the Flames Foundation.

The Foundation also made significant contributions to the Rotary/Flames Park at the Ronald McDonald House, which is a compassionate, safe and affordable home away from home for out-of-town families whose children are receiving treatment in Calgary hospitals. The house is surrounded by the park, which was developed as a two-acre oasis that includes a playground, team play area and many quiet garden retreats.

Thanks to the addition of Rotary/Flames Park, the House can now operate outdoor programs and families are able to play at a park that is both safe and clean.

In partnership with Kidsport Calgary and Hockey Calgary, the Flames Foundation also supports the Flames Evenstrength Program (FEP).

This initiative helps with the cost of playing hockey for underprivileged children in the community. Since 2000, it has

distributed \$600,000 in support of 1,600 local minor hockey kids.

Not only does the Flames brand help raise funds for non-profit organizations and efforts, but it also helps raise awareness in regards to needs in the community.

The Flames receive tens of thousands of requests for donations of equipment and merchandise each year in support of charitable causes. And while the organization makes every effort not to disappoint, the Foundation also takes a proactive role in seeking out opportunities to assist organizations.

As an Action Calgary partner, the Flames club considers itself as integral element of the City's identity and shares Calgary Economic Development's goal of raising the profile of the city on the world stage, says King. The hockey club makes it a priority to continually contribute to the improvement of the quality of life offered in the city.

He says the Foundation is now working on "its most significant initiative to date over the last 32 years" but the "bold, new initiative" will not be revealed until next year. "While we are in the planning stages, we will continue to fund many worthwhile initiatives, though," says King.



Wil Andruschak photos

Flames captain Jarome Iginla joins team members in the annual wheelchair hockey game at the Children's Hospital.

RedPoint makes bold inroads

From glossy magazines to riveting content displayed across computer screens, RedPoint Media Group Inc. is a creative force capturing the essence of the message.

"Innovation plays a daily role in the success of RedPoint," says Gary Davies, the company's executive vice-president. "All of the technological changes of late have drastically affected the media industry, but being able to understand those changes and reacting to them effectively has actually been providing new opportunities. We used to simply be magazine publishers. Now, we're a content creation company that operates on a variety of media platforms. In order to make this transition, we have been innovative in restructuring our organization to operate in both print and digital environments."

RedPoint is a bold and dynamic company that was established in 1996. Over the last 15 years, the company has grown to become one of the largest and most celebrated independent publishing companies in Western Canada.

RedPoint employs talented professionals in editorial content, design, advertising sales, production, photography and publishing.

Davies says the team of experienced writers, editors, art directors and graphic designers specializes in magazine production and is passionate about print and web media, and it is people and their skills that really set RedPoint apart from its competitors.

"The quality of their work speaks through the quality of our products — be they on the consumer side through our printed publications, our web sites and our newsletters or on the custom side through content creation and contract publications."

There is no formula for success at



Gary Davies is executive vice-president at RedPoint Media Group Inc.

RedPoint, as creativity is always at the forefront.

"We have led through our own products — Avenue (Calgary and Edmonton) and Wine Access — and we have led through the work we do for our clients as well as through the magazines we produce, and more recently, through the content that we provide for our clients' web sites and newsletters," says Davies.

He says the goal for the future of RedPoint is to build the company into one of Canada's largest content creation companies by doubling the company's size over the next five years.

"The Action Calgary partnership with Calgary Economic Development (CED) has helped to promote our brand and our company to those organizations that may not otherwise have been aware of what we do," says Davies.

RedPoint has joined forces with CED in a national marketing and business development campaign called Calgary. Be Part of the Energy, which was designed to attract people and business to Calgary. It is uniquely positioned to help extend the CED message through key publications and online media extensions, most notably through Avenue and WestJet's in-flight publication, up! magazine.

Structure sets Aspen apart

The three partners behind the home-grown Aspen Properties invest in their own backyard, and that means their properties are personal.

"Our structure really sets us apart, because we don't manage property for other people — we only manage properties we own," says Scott Hutcheson, chairman and CEO of Aspen. "We are three partners who put our capital in first, and then bring our institutional partners with us. There aren't a lot of companies doing that. It forces us to be very focused on our assets."

Aspen Properties is a fully integrated, privately held real estate company based in Calgary, and together with its investment partners, it currently owns and manages about 1.1 million square feet of office space and 1,394 parking stalls in Calgary. The firm's portfolio includes five buildings in downtown Calgary, as well as more than one million square feet of Class A office space on the drawing board for development in the Calgary market.

"We only invest where we live — Alberta," says Hutcheson. "We only invest in Calgary and Edmonton downtown office buildings, and we are very specialized in our focus."

Construction of the 300,000-square-foot Palliser South office tower was recently completed, and other projects are on the table, as well.

Aspen Properties was formed in 1997 by partners with extensive real estate experience, and today Hutcheson, along with Greg Guatto, president, COO and a principal of Aspen, and Veronica Bouvier, executive vice-president, CFO and principal of Aspen, has worked to establish the company as an aggressive Alberta investor.

Aspen has become one of the best regarded commercial real estate firms



From left: Greg Guatto, Scott Hutcheson and Veronica Bouvier of Aspen Properties.

in Western Canada, and with blended yields from existing operations, new acquisitions, institutional financial support in debt and equity and the development of new office buildings, Aspen's financial position is strong.

"We rely on the fundamentals and the principles and values that make us a good landlord," says Hutcheson. "We listen carefully to our tenants' needs and we work hard to be responsive, honest, willing to learn and environmentally responsible."

The organization gives priority to its three key stakeholders — tenants, investment partners and employees.

"Our employees are encouraged to get involved in charitable causes. We offer two days off for people to participate in charitable work and we match contributions," says Hutcheson.

He says Aspen's partnership with Calgary Economic Development's Action Calgary program in its outreach across Canada and on a global front "is helping attract bright, new talent to our community, and that benefits everyone in the city."

Adds Guatto: "Our mayor is a very good marketer of our city, and it's important that we all work together for common goals."

Exciting times for local graphics leader Quintaro Imaging

Quintaro Imaging Inc. is the not-so-little graphics and art production facility that could, can and will.

Quintaro works with interior designers, architects, retailers and the hospitality industry to create beautiful and unique site-specific graphics.

And with customers that include Jayman Homes and The Calgary Exhibition & Stampede, and just recently receiving approved vendor status for Wyndham Worldwide Hotels, as well as art reproductions hanging in Las Vegas, Abu Dhabi and around the world, the

Calgary-based company prides itself on its ability to merge art and technology.

The family-owned firm provides its clients with unique signage alternatives that allow them to stand out from the crowd.

"We do graphics for commercial clients including signage, wallpapers, banners, panels and window coverings, but we use very unique materials such as mirror, leather, tile, glass, acrylics and metals to really make distinctive products created specifically to meet a client's needs," says Heather Lawton, client services and operations manager of the

33-year-old business.

The client list is diverse as are the projects, and Quintaro, for example, created an acrylic dance floor for Flames Central which is meant to give the illusion of walking on centre ice, and she says the company is now working on building a relationship with the Calgary Stampede.

"The relationships we have built through Calgary Economic Development have been fantastic and it has allowed us to build new business relationships, as well as strengthen established relationships," says Lawton.

"Once our business grows, we really

look forward to joining Calgary Economic Development on its trade missions," says Lawton. "We want to represent Calgary internationally along with Calgary Economic Development. We want to be part of that."

Lawton says Quintaro will also soon be targeting the health-care sector and hopes that will open doors for doing more business outside of the province.

"This is really an exciting time for us, where we're shaking off the after-effects of the recession, so to speak, and it's time to think positively and think globally," she says.

SUCCESS IS DETERMINED BY

ACTION

Join Action Calgary at www.calgaryeconomicdevelopment.com
info@calgaryeconomicdevelopment.com

CALGARY
ECONOMIC
DEVELOPMENT