Calgary Stampede

DIRECTOR ELECTION

2020
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Dear Shareholder:

RE: Annual General Meeting - March 24, 2020

On behalf of the Calgary Stampede’s Board of Directors, I am pleased to invite you to attend the Annual General Meeting (AGM) of Shareholders on Tuesday, March 24, 2020 at 5 p.m. in the Palomino Room, BMO Centre at Stampede Park.

This year, there are six board positions open for election. The Nominating Committee conducted a comprehensive recruitment and selection process in 2019 that included an extensive review and interview platform for the prospective candidates recommended by the Nominating Committee. I would like to commend the Nominating Committee for bringing forward four outstanding Director candidates who would all continue to advance the Stampede’s Board and support the evolving leadership requirements of the organization. The new candidates are joined on the ballot this year by three returning incumbents seeking re-election.

Over the past two months, we have rolled out a new 2020-2025 Strategic Plan that will see the fruition of the Stampede’s current 20-year Master Plan through an approach that will continue to reflect the Stampede’s commitment to our community and our partners while working together to create a world-class, year-round gathering place for the community. As the Stampede and our community embark on transforming Calgary as a tier one convention city and international destination for meetings and events, the leadership of our organization will have a tremendous responsibility to guide our strategy and direction so as to ensure the success of our ongoing financial sustainability and community partnerships.

Through the Elected Officers’ visits with committees over the past year, we have had the opportunity to provide organizational updates and answer questions that are of interest to volunteers and to Shareholders. Based on those visits, we recognize that there is strong support from Shareholders for the Stampede’s strategic direction, and we thank you for your commitment to that direction.

I ask you all to engage in your Shareholder opportunity and responsibility to vote in this year’s Director election for those leaders who you believe are best suited to help guide our organization into the future. The leaders we elect require the expertise and professionalism required to build and sustain our vision and must be committed to supporting a strong and collaborative Stampede team, our relationships and connections with our community partners, our youth achievement efforts in our community, and of course the success of our year-round development aspirations.

The biographies in this booklet are designed to highlight the areas of expertise that are required by directors both at Stampede and at Canadian organizations in general. The nominees have provided their own biographical information for this booklet, and the organization is presenting them in good faith to all Shareholders. I urge you to review the candidates’ backgrounds and to do your own research. Should you have questions about any of the nominees, their contact information is included in the nominee booklet and you are encouraged to contact them directly.

On a personal note, I’d like to thank the Board, our CEO Warren Connell and his Executive Management team, and all of you for an amazing past year that has been witness to countless achievements and advancements for our organization. I look forward to sharing these stories with you at the 2020 AGM and reflecting on how we truly are Greatest Together!

I hope to see you at our AGM on Tuesday, March 24 at 5 p.m.

Dana Peers
President & Chairman of the Board
ANNUAL GENERAL MEETING AND DINNER

Stampede Shareholders are cordially invited to dinner immediately following the Annual General Meeting

TUESDAY, MARCH 24, 2020
Palomino Room/Hall D, BMO Centre, Stampede Park

Annual General Meeting begins at 5 p.m. sharp
Ballots close at 5:30 p.m. sharp
Your electronic invitation will be sent to your email

VOTING INSTRUCTIONS

Please review the following election instructions to ensure your ballot is properly submitted.

COMPLETING YOUR BALLOT

- Four Nominating Committee recommended candidates and three incumbent candidates are listed in random order on the 2020 ballot. You may vote for up to six candidates or any number less than six.

SUBMITTING YOUR BALLOT

- If you are attending the AGM: sign the Shareholder registry at the Shareholder registration sign-in. Seal your completed ballot in the “ballot only” envelope and deposit it in the ballot box at the registration table. Please remember to bring your ballot as no ballots will be available at the meeting. Only one ballot per Shareholder may be deposited and the Shareholder must deposit their ballot personally. The ballot box closes at 5:30 p.m.

SUBMITTING YOUR BALLOT AND PROXY

- If you are attending the AGM: there is no need to complete the proxy.
- If you are unable to attend the AGM: you may assign your voting rights to another individual of your choice or to the President & Chairman of the Board. Complete your ballot and your proxy, seal the ballot in the “ballot only” envelope, place this envelope and proxy inside the larger pre-paid, addressed envelope and mail or deliver it to the Calgary Stampede. The pre-paid envelope must be received at the Stampede Headquarters Building by 5 p.m., Monday, March 23, 2020.

Should you have any questions regarding voting procedures or any of the other information included in this booklet, please contact the Corporate Secretary at corporatesecretary@calgarystampede.com.
NOMINATING COMMITTEE
RECOMMENDED CANDIDATES
JENNIFER DOEPKER
JUSTIN HESKES
PAUL KAVANAGH
TRACEY ZEHL

BOARD OF DIRECTORS
INCUMBENT CANDIDATES
DAVE LOUGHEED
SANDY O’CONNOR
WENDY TYNAN

BOARD OF DIRECTORS
NOT UP FOR RE-ELECTION
DANA PEERS
STEVE MCDONOUGH
WILL OSLER
DAVID SIBBALD
DALE BEFUS
ELIZABETH BURKE-GAFFNEY
CHERIE COPITHORNE-BARNES
GARRY HOLBROOK
DAVE LANTZ
STUART O’CONNOR
BOB PARK
MAGGIE SCHOFIELD
BROCK SCHROEDER
JOHN THIRD
KATE THRASHER
NOMINATING COMMITTEE RECOMMENDED CANDIDATES

JENNIFER DOEPKER
VOLUNTEER SINCE: 2008
403.389.9655 | JENNIFER_DOEPKER@TRANSALTA.COM

JUSTIN HESKES
VOLUNTEER SINCE: 2002
403.862.7219 | JUSTIN.HESKES@ATCO.COM

PAUL KAVANAGH
VOLUNTEER SINCE: 2005
403.689.5060 | PKAV@SHAW.CA

TRACEY ZEHL
VOLUNTEER SINCE: 1989
403.803.4596 | TLZEH@GMAIL.COM
Starting on the Stampede’s frontlines in 1996, Jennifer has been a volunteer with the Corporate Relations committee since 2008. Jennifer brings nearly two decades of experience in commercial strategy for major, critical infrastructure developments, working in Calgary and abroad. She holds an MBA from Queen’s University and ICD.D designation. A native Calgarian raised with the values of her family’s agricultural roots, Jennifer is a keen horse owner and a proud wife and mother.

SKILLS AND EXPERIENCE

EXECUTIVE LEADERSHIP

- Managing Director, TransAlta Corporation, member of leadership team, 2017-present
- MBA, Queen’s University, 2010

FACILITIES & INFRASTRUCTURE DEVELOPMENT

- International Business Development, Axia NetMedia Corporation, project lead of a $1 billion infrastructure development, 2005-2011
- Leadership of business unit supply chain procurement team, overseeing $300 million, plus annual spend

HR EXECUTIVE LEADERSHIP

- Member of CEO Search committee, West Island College Board of Directors, 2009
- BBA (Honours) from Bishop’s University, double major in Human Resources and International Business

STRATEGIC PLANNING

- Commercial Lead for TransAlta, developing, implementing and managing 3-5 year business plans to protect and grow commercial activities greater than $650 million, 2011-present
- Planning committee member, 2010-2015 strategic plan, West Island College Board of Directors, 2010

RISK MANAGEMENT

- Identifying and mitigating TransAlta enterprise risk on commercial and counterparty activities that may impact reputation, compliance and regulatory

MARKETING STRATEGY

- Account Executive, PIELLE Consulting, London-based PR & communications firm, providing spokesperson and strategic and crisis communication consulting to portfolio of clients, 2003-2005

STAMPEDE EXPERIENCE

VOLUNTEER COMMITTEES

- Corporate Relations (past chair)

OTHER BOARD EXPERIENCE AND EDUCATION

BOARD EXPERIENCE

- TransAlta Cogeneration Partnership, 2019-present
- Association of Power Producers of Ontario, 2017 and 2019 (not-for-profit)
- West Island College, 2007-2014, including Search Committee and Planning Committee (not-for-profit)

BOARD EDUCATION

- ICD.D Director’s Education Program, 2019

OTHER VOLUNTEER EXPERIENCE AND/OR COMMUNITY INVOLVEMENT

- Scarboro Community Preschool, 2019-present
- TransAlta United Way Campaign/Days of Caring (Calgary Drop-in & Rehab Centre, Calgary Food Bank, 2013 High River Disaster Recovery, and others), 2011-present
- West Island College Alumni Association, 2007-2014
- Youth Central, Cinderella Project 2020
Justin is an entrepreneurial business leader in infrastructure development with demonstrated strengths in corporate governance, business development, finance and risk management. A Calgary Stampede volunteer for more than 18 years, Justin has held key leadership roles across both Stampede volunteer and Board committees. He is a born and raised Calgarian, professional engineer and active volunteer in both the rodeo and Calgary communities.

**SKILLS AND EXPERIENCE**

**ACCOUNTING & FINANCE**
- Master of Business Administration (MBA), University of Calgary, Finance Specialization (Deans List Honours)

**EXECUTIVE LEADERSHIP**
- Member, Executive Leadership Team, ATCO Energy Solutions Ltd.
- Appointed regional Co-chair, Governor General’s Canadian Leadership Conference, 2015
- Alberta selection committee, Governor General’s Canadian Leadership Conference, 2017

**FACILITIES & INFRASTRUCTURE DEVELOPMENT**
- Director, Business Development, ATCO Energy Solutions Ltd. Business origination & capital investment, large scale energy infrastructure

**GOVERNANCE**
- Chairman of the Board, Strathcona Storage GP Ltd.

**LEGAL**
- Director, Business Development, ATCO Energy Solutions Ltd. Leads structuring and negotiation of complex commercial arrangements & agreements

**RISK MANAGEMENT**
- Director, Business Development, ATCO Energy Solutions Ltd. Executive oversight business performance & risk management
- Project Management Professional (PMP)

**STRATEGIC PLANNING**
- Founding member, Community Projects and Development (CPD) - developed and executed Four Corners

**STAMPEDE EXPERIENCE**

**VOLUNTEER COMMITTEES**
- Agriculture Education
- Next Generation (past chair)
- External Promotions Grouping (past vice-chair)
- Community Projects and Development (past chair)
- Rodeo

**STAMPEDE BOARD COMMITTEES**
- Nominating & Shareholder Relations (past chair)

**OTHER BOARD EXPERIENCE AND EDUCATION**

**BOARD EXPERIENCE**
- Chairman of the Board, Strathcona Storage GP Ltd., 2018-present
- Inuvik Gas Limited, Advisor to the board on commercial matters, 2019-present

**BOARD EDUCATION**
- Master of Business Administration (MBA), Corporate Governance Program, University of Calgary

**OTHER VOLUNTEER EXPERIENCE AND/ OR COMMUNITY INVOLVEMENT**
- Foothills Cowboy Association, Rodeo Finals Volunteer of the Year, 2014
- JDRF, Calgary Walk to Cure Type 1 Diabetes, participant and top fundraiser, 2018-present
- Willowridge Soccer - Coach
Paul has had a 35-year career in hospitality, service and alcoholic beverage industries, working in four Canadian cities and Europe in progressive sales, marketing, operations and project management positions. Paul is currently the Regional Vice-President of National Sales for Sysco Canada Inc. Paul is a Business Administrative graduate from Algonquin College.

SKILLS AND EXPERIENCE

EXECUTIVE LEADERSHIP

- Regional Vice-President, National Sales, Sysco Canada, 2015-Present
- Director of Contract Sales, Sysco Calgary, 2008-2015

STRATEGIC PLANNING

- Regional Vice-President, National Sales, Sysco Canada, 2015-present
- Member, Stampede Agriculture & Western Events committee, 2018-2019
- National Sales Strategic Council, Sysco Canada, 2017-2018
- Director of Contract Sales, Sysco Calgary, 2008-2015

RISK MANAGEMENT

- Regional Vice-President, National Sales, Sysco Canada, 2015-present
- Director Contract Sales, Regional Sales Manager, District Sales Manager, Sysco Calgary, 2005-2015
- Community Events & Sponsorship - Labatt Breweries, Alberta, 1999-2002

MARKETING STRATEGY

- Sysco Canada
- Maple Leaf Consumer Foods
- Labatt Breweries of Canada
- Calgary Stampede Annual Canvas Auction

ACCOUNTING & FINANCE

- Financial planning and budget oversight of multi-brand, international food service portfolio, Sysco Canada

GOVERNANCE

- Operations Services Manager, more than 20 services operations, Canadian Forces Exchange, Europe, 1987-1999

STAMPEDE EXPERIENCE

VOLUNTEER COMMITTEES

- Kids’ Day, 2005-present
- Chuckwagon, 2012-present (past chair)

OTHER BOARD EXPERIENCE AND EDUCATION

BOARD EXPERIENCE

- Director, Sysco Calgary, 2008-2015

OTHER VOLUNTEER EXPERIENCE AND/OR COMMUNITY INVOLVEMENT

- Annually represent the Calgary Stampede Chuckwagon committee at more than 15 Alberta chuckwagon industry events, 2015-2019
- High River Rodeo, 2001-2012
- Calgary South West United Soccer Assistant Coach, 2002-2006
Tracey, a native Calgarian, has been a Chartered Accountant for 22 years, providing assurance and business advisory services to clients in the not-for-profit and private sectors. She’s presently the southern Alberta Managing Partner at Grant Thornton LLP. Tracey holds a Bachelor of Commerce Degree with Distinction from the University of Calgary and received her CPA Fellowship in 2018.

**SKILLS AND EXPERIENCE**

**ACCOUNTING & FINANCE**
- CA, CPA, 1997-present, FCPA since 2018
- Public Practice Assurance Partner, 2007-present
- Managing Partner, 2016-present
- Family Enterprise Advisor, 2016-present
- Audit Committee Chair, Tourism Calgary, 2016-present
- Audit Committee Chair, Ronald McDonald House, 2010-2013 (Audit committee, 2008-2013)
- Calgary Exhibition & Stampede external auditor, 2004-2014

**EXECUTIVE LEADERSHIP**
- Grant Thornton Managing Partner, 2016-present
- Led the Calgary office restructuring, creating a leverage & accountability model, redefining processes, refocusing management, analyzing costs, creating budgets & setting growth targets
- Not-for-profit Sector Leader, 2007-2014, 2016-present
- President, Ronald McDonald House Southern & Central Alberta, 2013-2016, Vice Chair, 2010-2013

**RISK MANAGEMENT**
- Grant Thornton Managing Partner
- Conducts organizational risk reviews
- Determines proper financial reporting, governance structures, and bylaw revisions

**STRATEGIC PLANNING**
- Strategic planning and execution - Grant Thornton, 2016-present; Tourism Calgary, 2016-present and Ronald McDonald House, 2008-2016
- Prepare budgets, monitor results, formulate plan to maximize results, succession planning

**GOVERNANCE**
- Develop & execute corporate governance
- Create various board sub & ad hoc committees
- Create board skills matrix & succession plan
- Create formal CEO & Board evaluation program

**STAMPEDE EXPERIENCE**

**VOLUNTEER COMMITTEES**
- Royalty, 2014-present (chair)
- Calgary Stampede Auditor, 2004-2014
- Promotion, 1989-2002

**STAMPEDE BOARD COMMITTEES**
- Nominating & Shareholder Relations, 2016-2019

**OTHER BOARD EXPERIENCE AND EDUCATION**

**BOARD EXPERIENCE**
- Tourism Calgary, Board of Directors, Audit Committee Chair, Marketing & Stakeholder Relations Committee, 2016-present
- Rocky Mountain Equipment, Board of Directors, Audit & Compensation Committees, 2014-2015
- Ronald McDonald House Southern and Central Alberta, President, 2013-2016; Vice Chair, 2010-2013; Audit Committee, 2008-2013

**BOARD EDUCATION**
- Annual training pertaining to corporate governance with Peter Brinckerhoff, Kellogg School of Business
- NPO leader/partner for southern Alberta - more than 30 board/audit committee meetings annually

**OTHER VOLUNTEER EXPERIENCE AND/OR COMMUNITY INVOLVEMENT**
- Speaker at Women in Leadership and The Rise conferences, 2019
- Numerous presentations to private companies and not-for-profit organizations on various topics, university students on career aspirations and opportunities, and women on motivating and empowering their careers and lives
- Fundraising for Alberta Cancer Foundation (7+ years)
- Spin for Life founding member, 2019
BOARD OF DIRECTORS

Incumbent Candidates

DAVE LOUGHEED
BOARD MEMBER SINCE: 2018
VOLUNTEER SINCE: 2005
403.466.8378 | DAVE.LOUGHEED@RAYMONDJAMES.CA

SANDY O’CONNOR
BOARD MEMBER SINCE: 2018
VOLUNTEER SINCE: 2000
403.804.5436 | SANDYOCONNOR8@GMAIL.COM

WENDY TYNAN
BOARD MEMBER SINCE: 2018
VOLUNTEER SINCE: 1993
403.807.9363 | WENDYTYNAN@HOTMAIL.COM
Dave is a successful business owner in the financial industry and a former national team athlete. As a community leader with a proven track record in many volunteer roles, Dave has board experience in strategic planning and marketing and has proudly served as a Stampede volunteer for 15 years. Dave completed the ICD Director’s Education program in 2018.

**SKILLS AND EXPERIENCE**

**ACCOUNTING & FINANCE**
- Calgary Stampede Audit & Finance committee, 2018-present
- MBA, University of Calgary, 2002
- Business Analyst, Alberta Central, 2004
- Portfolio Manager, Macquarie Private Wealth, 2010-2013
- Wealth Advisor & Portfolio Manager, Raymond James, 2013-present

**EXECUTIVE LEADERSHIP**
- President, Lougheed Wealth Management, 2016-present
- Vice President, Raymond James Private Client Group, 2014-2015

**GOVERNANCE**
- ICD Directors Education Program, 2017-2018
- Institute for Corporate Directors Not-for-Profit Governance Essentials Program, 2016
- Queen’s University Senate, 2006-2012

**MARKETING STRATEGY**
- Founder and marketing strategist, For the Love of the Game Fund, 2015-present

**STRATEGIC PLANNING**
- Member of Strategic Planning committee, Rugby Canada, 2005-2010
- Manager of Sport Development, Calgary Olympic Development Association (now Winsport), 2002-2003
- Board member oversight of 2020-2025 Calgary Stampede Strategic Plan

**STAMPEDE EXPERIENCE**

**VOLUNTEER COMMITTEES**
- Courtesy Car, Senior Associate and Sponsor (Community Builder)

**STAMPEDE BOARD COMMITTEES**
- Audit & Finance
- Chuckwagon Sustainability Ad Hoc
- Pension

**OTHER BOARD EXPERIENCE AND EDUCATION**

**BOARD EXPERIENCE**
- Director, Rugby Canada, 2008-2012
- Director, Calgary Rugby Union, 2003-2004
- Councillor, Queen’s University Senate, 2006-2012

**BOARD EDUCATION**
- ICD.D Designation
- ICD Directors Education Program, 2018
- Institute for Corporate Directors Not-for-Profit Governance Essentials Program, 2016
- MBA, University of Calgary, 2002

**OTHER VOLUNTEER EXPERIENCE AND/OR COMMUNITY INVOLVEMENT**
- Founder, For the Love of the Game Fund, 2015-present
- Lead on multiple fundraising initiatives, raising more than $1 million for community organizations and foundations, 2004-present
- 1912 Society Member, Calgary Stampede Foundation
Sandy is an experienced business leader specializing in energy sector governance, compliance and risk management. With a career spanning more than 30 years in the energy sector, she has a proven track record of delivering results in complex business environments. Sandy is currently consulting, advising clients across North America. Sandy holds a Bachelor of Commerce Degree from the University of Calgary.

SKILLS AND EXPERIENCE

ACCOUNTING & FINANCE
• Member, Calgary Stampede Audit & Finance committee

EXECUTIVE LEADERSHIP
• Acting Chief Compliance Officer, Algonquin Power and Utilities Corp., 2018
• Manager Operations Compliance, TransAlta, retired 2017

FACILITIES & INFRASTRUCTURE DEVELOPMENT
• TransAlta stakeholder relations, permitting, and commercial contracts pertaining to the development of TransAlta’s generation assets

GOVERNANCE
• TransAlta manager responsible for corporate-wide governance/compliance structure for North American generating assets. Consults in governance structure design and implementation
• Member, Calgary Stampede Governance & People committee

LEGAL
• TransAlta team lead Legal/Compliance department responsible for interactions between internal and external legal counsel and operational compliance

RISK MANAGEMENT
• Developed and implemented a risk management strategy as Manager, Operations Compliance at TransAlta. Consults in energy risk management and compliance oversight

STRATEGIC PLANNING
• Member, Calgary Stampede Strategy committee
• Led TransAlta’s annual strategic planning for operational compliance
• Actively participated in strategic planning for the Centre for Energy Asset Management Studies
• Board member oversight of 2020-2025 Calgary Stampede Strategic Plan

STAMPEDE EXPERIENCE

VOLUNTEER COMMITTEES
• Caravan
• Corporate Relations (past chair)

STAMPEDE BOARD COMMITTEES
• Audit & Finance
• Chuckwagon Sustainability Ad Hoc
• Governance & People
• Strategy
• Pension

OTHER BOARD EXPERIENCE AND EDUCATION

BOARD EXPERIENCE
• Director, Centre for Energy Asset Management Studies, 2014-2017
• Director, Association of Power Producers of Ontario, 2004-2007
• Director, Independent Power Producers of Alberta, 2003-2004

BOARD EDUCATION
• Institute of Corporate Directors - ongoing training

OTHER VOLUNTEER EXPERIENCE AND/OR COMMUNITY INVOLVEMENT
• Millarville Rodeo Committee, Foothills Cowboy Association, chair, 2003-2004, member, 2000-2005
• Chairman, TransAlta United Way Campaign, 1996
A 27-year Stampede volunteer, Wendy has highly coveted skills in stakeholder engagement, strategic counsel and reputation management. Leveraging a background in accounting, her unique professional and volunteer experiences deliver results. She is a community leader, one of Calgary’s Top 40 under 40 and a Haskayne School of Business Graduate of Distinction.

SKILLS AND EXPERIENCE
ACCOUNTING & FINANCE
- Bachelor of Commerce (Accounting), University of Calgary, 1999
- Articling Student and Staff Accountant, Ernst & Young LLP, 1997-2001

EXECUTIVE LEADERSHIP
- Executive Director, Office of the Provost and Vice-President (Academic), University of Calgary, 2019-present
- Director of Public Engagement, Executive Council, Government of Alberta, 2011-2012
- Extensive community-based executive leadership roles including:
  - Vice-Chair, Calgary Counselling Centre, 2019-present
  - Chair, Grandstand committee, 2007-2009
  - President, Commerce Undergraduate Society, University of Calgary, 1998-1999

GOVERNANCE
- Institute of Corporate Directors, Not-for-Profit Program, 2018
- Director, Office of the Premier, Government of Alberta, 2012

LEGAL
- Special Advisor to the Minister of Justice & Attorney General, Government of Alberta, 2008-2011

MARKETING STRATEGY
- Senior Manager, Corporate Affairs-Canada, Direct Energy/Centrica, 2014-2019
- Senior Consultant, NATIONAL Public Relations, 2013-2014
- Marketing & Community Relations Manager, University of Calgary, 2005-2007

RISK MANAGEMENT
- Chair, Finance Committee, Calgary Counselling Centre, 2013-2019
- Staff Accountant, Ernst & Young LLP, 1997-2001

STRATEGIC PLANNING
- Executive Director, Office of the Provost and Vice-President (Academic), University of Calgary, 2019-present
- Senior Manager, Corporate Affairs-Canada, Direct Energy/Centrica, 2014-present
- Senior Manager, Strategic Planning & Partnerships, Government of Alberta, 2008-2011
- Board member oversight of 2020-2025 Calgary Stampede Strategic Plan

STAMPEDE EXPERIENCE
VOLUNTEER COMMITTEES
- Grandstand (past chair)
- 2012 Centennial
- Strategic Media team

STAMPEDE BOARD COMMITTEES
- Audit & Finance
- Pension
- Nominating & Shareholder Relations Committee
- Sequential Development Ad Hoc

OTHER BOARD EXPERIENCE AND EDUCATION
BOARD EXPERIENCE
- Vice-Chair, Board of Directors, Calgary Counselling Centre, 2013-present
- Board of Directors, Calgary Epilepsy Association, 2019-present
- Board of Directors, Decidedly Jazz Danceworks, 2006-2008

BOARD EDUCATION
- Institute of Corporate Directors, Not-for-Profit Program, 2018

OTHER VOLUNTEER EXPERIENCE AND/ OR COMMUNITY INVOLVEMENT
- Judge, Top 40 under 40, Avenue Magazine, 2017
- Ambassador, Family Campaign, Calgary Stampede Foundation, 2013-2015
- Dignitary Assistant, Vancouver 2010 Winter Olympics (VANOC), 2009-2010
- Senior Singer, Young Canadians School of Performing Arts, 1989-1992
BOARD OF DIRECTORS
Not up for re-election

DANA PEERS
BOARD MEMBER SINCE: 2011
VOLUNTEER SINCE: 1991
403.861.1415 | DPEERS@CALGARYSTAMPEDE.COM

STEVE MCDONOUGH
BOARD MEMBER SINCE: 2009
VOLUNTEER SINCE: 1980
403.819.6561 | COWTOWN100@GMAIL.COM

WILL OSLER
BOARD MEMBER SINCE: 2014
VOLUNTEER SINCE: 1995
403.608.8892 | OSLERW@BENNETTJONES.COM

DAVID SIBBALD
BOARD MEMBER SINCE: 2009
VOLUNTEER SINCE: 1990
403.850.7736 | SIBBALD.DAVID@GMAIL.COM

DALE BEFUS
BOARD MEMBER SINCE: 2015
VOLUNTEER SINCE: 1999
403.615.0054 | DBEFUS@ME.COM

ELIZABETH BURKE-GAFFNEY
BOARD MEMBER SINCE: 2017
VOLUNTEER SINCE: 1989
403.816.6955 | ELIZABETHBURKEGAFFNEY@GMAIL.COM

CHERIE COPITHORNE-BARNES
BOARD MEMBER SINCE: 2019
VOLUNTEER SINCE: 2010
403.540.3688 | CHERIE@CLRANCHES.COM

GARRY HOLBROOK
BOARD MEMBER SINCE: 2011
VOLUNTEER SINCE: 1985
403.607.8192 | GHOLBROOK@ME.COM

DAVE LANTZ
BOARD MEMBER SINCE: 2017
VOLUNTEER SINCE: 2001
403.542.2899 | LANTZFARMS@EFIREHOSE.NET

STUART O’CONNOR
BOARD MEMBER SINCE: 2017
VOLUNTEER SINCE: 2005
403.294.1041 | SOCONNOR@FITZROYDEV.COM

BOB PARK
BOARD MEMBER SINCE: 2015
VOLUNTEER SINCE: 1994
403.660.4522 | RBPARK@TELUS.NET

MAGGIE SCHOFIELD
BOARD MEMBER SINCE: 2013
VOLUNTEER SINCE: 1989
587.575.0387 | MAGGIESCHOFIELD@SHAW.CA

BROCK SCHROEDER
BOARD MEMBER SINCE: 2019
VOLUNTEER SINCE: 2006
403.612.4621 | BROCK.SCHROEDER@ENTUITIVE.COM

JOHN THIRD
BOARD MEMBER SINCE: 2013
VOLUNTEER SINCE: 1980
403.609.1211 | THIRDJ@SHAW.CA

KATE THRASHER
BOARD MEMBER SINCE: 2013
VOLUNTEER SINCE: 1981
403.650.1001 | KATETHRASHER@KTG.NET
Dana has had a 32-year career in the design, project management and land development industry, designing and completing projects throughout North America. He is currently President of Urbano Design and Development Ltd., which specializes in both residential and commercial design. Dana holds a Bachelor of Science Degree from Arizona State University.

**SKILLS AND EXPERIENCE**

**EXECUTIVE LEADERSHIP**

- President of Urbano Design and Development Ltd., 2003-present

**FACILITIES & INFRASTRUCTURE DEVELOPMENT**

- President, Urbano Design and Development Ltd., 2003-present
- Vice President, Danric Investments Ltd., 1993-2003
- Recently completed the designs and was the project manager for a $25 million campus for Savanna Energy in Leduc, Alberta

**GOVERNANCE**

- Institute of Corporate Directors Designation (ICD.D), 2016
- Chair, Stampede Governance & People committee, 2015
- Chairman of the Board, Stampede Casino General Partnership Ltd., 2018-present

**RISK MANAGEMENT**

- President & Chairman of the Calgary Stampede Board of Directors, 2019-present

**STRATEGIC PLANNING**

- Chair, Calgary Stampede Strategy committee, 2015-present
- Urbano Design and Development Ltd. Responsible for long-term strategic vision, 2003-present
- Board member oversight of 2020-2025, Calgary Stampede Strategic Plan

**STAMPEDE EXPERIENCE**

**VOLUNTEER COMMITTEES**

- Downtown Attractions (past chair)

**STAMPEDE BOARD COMMITTEES**

- Strategy (chair)
- Strategic 10-day
- Audit & Finance
- Pension
- Ex-Officio member of all Stampede Strategic Board committees

**OTHER BOARD EXPERIENCE AND EDUCATION**

**BOARD EXPERIENCE**

- Chairman of the Board, Stampede Casino General Partnership Ltd., 2018-present

**BOARD EDUCATION**

- Institute of Corporate Directors Designation (ICD.D), 2016
- ICD-designed governance course for Calgary Stampede Board

**OTHER VOLUNTEER EXPERIENCE AND/OR COMMUNITY INVOLVEMENT**

- Kananaskis Alpine Ski Club, Volunteer, 2004-2008
- As President & Chairman of the Calgary Stampede Board of Directors, represents and presents on behalf of the Calgary Stampede at ~50 community events each year
Steve has spent his professional career building organizations and taking on new challenges. A lawyer by training, Steve has served as a policy advisor to the federal government in Ottawa, built and sold an advertising agency, is involved in commercial property development and has built a franchise retail business. Steve has a wide array of skills and experience.

<table>
<thead>
<tr>
<th>SKILLS AND EXPERIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EXECUTIVE LEADERSHIP</strong></td>
</tr>
<tr>
<td>• Chief Executive Officer, Weight Loss Alberta Corp., a 14-store, 300-employee franchise system</td>
</tr>
<tr>
<td>• Chief Executive Officer, Canada Water Ice Company Ltd.</td>
</tr>
<tr>
<td><strong>FACILITIES &amp; INFRASTRUCTURE DEVELOPMENT</strong></td>
</tr>
<tr>
<td>• President and Chief Executive Officer, 673823 Alberta Inc. This company purchased and managed commercial property in Calgary, the Springbank Airport, Red Deer and Lethbridge</td>
</tr>
<tr>
<td>• Indian Creek Farm Ltd. President and Chief Executive Officer, Management of Ontario-based organic farmland, horse boarding, ranching and residential property site</td>
</tr>
<tr>
<td><strong>GOVERNANCE</strong></td>
</tr>
<tr>
<td>• Office of the Minister of the Environment</td>
</tr>
<tr>
<td>• Ottawa Senior Policy Advisor-Legal for the Minister of the Environment, responsible for advising Minister on all western Canadian issues</td>
</tr>
<tr>
<td>• Office of Leader of the Government in the House of Commons</td>
</tr>
<tr>
<td>• Minister Responsible for Canada Post Ottawa Special Assistant to the Minister (Hon. Harvie Andre)</td>
</tr>
<tr>
<td><strong>LEGAL</strong></td>
</tr>
<tr>
<td>• Member, Law Society of Alberta</td>
</tr>
<tr>
<td>• Bachelor of Laws (Honours), University of Wales, Cardiff, Wales, Great Britain</td>
</tr>
<tr>
<td>• Formerly practised law at Singleton Urquhart MacDonald and Fraser &amp; Hatch</td>
</tr>
<tr>
<td><strong>MARKETING STRATEGY</strong></td>
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<tr>
<td>• Director and Senior Vice President, Idea Machine, a 30-person interactive design agency which was a pioneer in online strategic communication</td>
</tr>
<tr>
<td><strong>STRATEGIC PLANNING</strong></td>
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<tr>
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<tr>
<td>• Grandstand Show (past chair)</td>
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<td><strong>STAMPEDE BOARD COMMITTEES</strong></td>
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<tr>
<td>• Audit &amp; Finance</td>
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<tr>
<td>• Governance - Volunteer Strategies</td>
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<td>• Pension</td>
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<tr>
<td>• Strategic 10-Day</td>
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<tr>
<td>• Strategy</td>
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<tr>
<td>• Ex-Officio member of all Stampede Strategic Board committees</td>
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<td>• Indian Creek Farm Ltd.</td>
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<tr>
<td>• Stampede Casino General Partnership Ltd.</td>
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<tr>
<td>• Weight Loss Alberta Corp.</td>
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<tr>
<td><strong>BOARD EDUCATION</strong></td>
</tr>
<tr>
<td>• ICD Directors Education Program</td>
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<th>OTHER VOLUNTEER EXPERIENCE AND/OR COMMUNITY INVOLVEMENT</th>
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<td>• CEMA - Flood Volunteer</td>
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<tr>
<td>• As an Elected Officer, represents on behalf of the Calgary Stampede at community events each year</td>
</tr>
</tbody>
</table>
Will is a partner with Bennett Jones LLP, practising corporate/commercial law. He has extensive experience in corporate governance, corporate finance, mergers & acquisitions and major infrastructure projects, and is recognized as a leading lawyer in Canada. Will attended Queen’s University and the University of Calgary.

**SKILLS AND EXPERIENCE**

**FACILITIES & INFRASTRUCTURE DEVELOPMENT**
- Bennett Jones LLP
- Kidney Foundation of Canada
- Counsel on numerous infrastructure projects in Canada and internationally

**GOVERNANCE**
- Past Chair, Calgary Stampede Governance & People committee
- Past Chair, Calgary Health Trust Governance Committee
- Past President, Kidney Foundation of Canada (Southern Alberta Branch)

**LEGAL**
- Bennett Jones, Atkinson Milvain and Burstall Ward
- Practising lawyer since 1995
- Member of the Law Society of Alberta
- Graduate of University of Calgary

**RISK MANAGEMENT**
- Past Chair, Calgary Stampede Governance & People committee
- Legal practice involves advising clients frequently on risk management

**STRATEGIC PLANNING**
- Experience with numerous private and public for-profit and not-for-profit boards as a member and as counsel
- Board member oversight of 2020-2025 Calgary Stampede Strategic Plan

**STAMPEDE EXPERIENCE**

**VOLUNTEER COMMITTEES**
- Centennial
- Courtesy Car (past chair)

**STAMPEDE BOARD COMMITTEES**
- BMO Expansion Ad Hoc
- Governance & People (past chair)
- Stampede Casino General Partnership Ltd.
- Stampede Entertainment Inc.
- Ex-Officio member of all Stampede Strategic Board committees

**OTHER BOARD EXPERIENCE AND EDUCATION**

**BOARD EXPERIENCE**
- Bennett Jones LLP
- W.F. Brown Exploration Ltd.
- Tenergy Ltd.

**BOARD EDUCATION**
- ICD-designed governance course for Calgary Stampede Board

**OTHER VOLUNTEER EXPERIENCE AND/OR COMMUNITY INVOLVEMENT**
- Kidney Foundation of Canada (Southern Alberta Branch)
- Calgary Health Trust
- As an Elected Officer, represents on behalf of the Calgary Stampede at community events each year
David is a respected leader in the agriculture industry with a strong background in governance and strategic management. He is a fifth generation rancher and partner of SSS Red Angus Association. David is also President and Partner at Triple S Cattle Co. Ltd. He is currently a board member of the National Cowboy and Western Heritage Museum. He was previously the president of the Canadian Angus Association, the largest breed association in Canada.

SKILLS AND EXPERIENCE

EXECUTIVE LEADERSHIP
- President & Partner, Triple S Cattle Co. Ltd.
- Partner, SSS Red Angus Association
- Past Chair, Canadian Angus Association

FACILITIES & INFRASTRUCTURE DEVELOPMENT
- Land management and development of the Sibbald Ranch
- Stampede Master Plan projects including the Youth Campus developments and BMO Centre Expansion proposal

GOVERNANCE
- Former President & Chairman, Calgary Stampede Board of Directors, 2017-2018
- Past Chair, Calgary Stampede Strategy committee
- Past Chair, Governance & People committee
- Past Chair, Strategic Ag & Western Events committee
- Ongoing ICD governance training

MARKETING STRATEGY
- Partner, SSS Red Angus Association, international marketing of genetics via the Annual Bull & Female Sales
- Graduate of the Olds College Livestock Production & Management program

RISK MANAGEMENT
- Oversight of financial, environmental and sustainability risks for Triple S Cattle Co. Ltd., a multi-generational, multi-dimensional and diverse organization

STRATEGIC PLANNING
- Board member oversight of 2020-2025 Calgary Stampede Strategic Plan

STAMPEDE EXPERIENCE

VOLUNTEER COMMITTEES
- International Youth Livestock (past chair)
- Livestock Evaluation (past chair)
- Rodeo

STAMPEDE BOARD COMMITTEES
- Governance & People (past chair)
- Strategy, 2013-2015 (past chair)
- Strategic Ag & Western Events, 2015-2017 (past chair)
- Sequential Development Ad Hoc
- Ex-Officio member of all Stampede strategic Board committees

OTHER BOARD EXPERIENCE AND EDUCATION

BOARD EXPERIENCE
- National Cowboy and Western Heritage Museum - current
- Canadian Angus Association (President from 2015-2017; Member since 2013)

BOARD EDUCATION
- ICD, Not-for-Profit Governance Essentials, 2016
- ICD-designed governance course for the Calgary Stampede Board

OTHER VOLUNTEER EXPERIENCE AND/OR COMMUNITY INVOLVEMENT
- As an Elected Officer, represents on behalf of the Calgary Stampede at community events each year
- Served as a judge at national cattle shows and 4-H shows across Alberta, Saskatchewan and British Columbia
Dale’s early career was spent managing a group of automotive stores throughout Alberta, while also running his family farm. He has a passion for heavy horses, which led to his founding Alberta Carriage Supply. An innovator and entrepreneur, he has developed a device for ground thawing and a micro grain-malting machine for the brewing and distilling industry.

SKILLS AND EXPERIENCE

ACCOUNTING & FINANCE
- President and Treasurer of his consulting firm, Tango Inc.
- Manager of several Blaskin & Lane Tire Centres

EXECUTIVE LEADERSHIP
- As a successful entrepreneur, Dale is able to identify business opportunities. Seeing a need for craft brewers to malt in smaller batches, he developed a micro grain-malt brewer

FACILITIES & INFRASTRUCTURE DEVELOPMENT
- As President of Befus Construction Ltd., Dale manages and maintains commercial property holdings

MARKETING STRATEGY
- As founding partner of Alberta Carriage Supply, Dale developed and implemented effective marketing strategies

STRATEGIC PLANNING
- As founder and president of startup business ventures, Dale has used his education and experience to create and implement successful strategic plans
- Member, Calgary Stampede Strategy committee, 2017-2018
- Board member oversight of 2020-2025 Calgary Stampede Strategic Plan

STAMPEDE EXPERIENCE

VOLUNTEER COMMITTEES
- Draft Horse Town (founder and past chair)
- Heavy Horse Pull (past chair)
- Innovation

STAMPEDE BOARD COMMITTEES
- Audit & Finance
- Pension
- Strategy

OTHER BOARD EXPERIENCE AND EDUCATION

BOARD EXPERIENCE
- Assessment Review Board - County of Rocky View, 2 years
- Subdivision Appeal Board - County of Rocky View, 2 years

BOARD EDUCATION
- Rocky View Assessment Review Board training
- Institute of Corporate Directors - ongoing training
- ICD-designed governance course for the Calgary Stampede Board

OTHER VOLUNTEER EXPERIENCE AND/OR COMMUNITY INVOLVEMENT
- Ag Advisor (current), Heritage Park, more than 30 years
- President (past), Dalroy UFA/Community Association, 6 years
- Founder of Dalroy Gymkana Club
Elizabeth has experience in the energy sector, having held positions of increasing responsibility in strategic planning, corporate structures, stakeholder relations, finance, and governance. She has continued to learn throughout her professional career, having received her Corporate Directors ICD.D designation. She holds a Bachelor Degree (Honours) from the University of Toronto and a Master’s Degree from the University of Oklahoma, College of Law.

SKILLS AND EXPERIENCE

EXECUTIVE LEADERSHIP
• President, Finjay Enterprises Inc.
• Vice-President, Sekur Energy Management Corp.
• President & CEO, Paris Energy Inc.
• Vice-President, Land & Chief Financial Officer, KVR Resources Ltd.
• Business Development, ISH Energy Ltd.

GOVERNANCE
• Member, Policy & Governance Board Committee - Swimming Canada
• Co-Founder, Paris Energy Ltd. and KVR Resources Ltd.

LEGAL
• Manages various energy sector legal matters

MARKETING STRATEGY
• Marketing & Communications Board Committee (Chair) - Swimming Canada
• Marketing strategy skills related to energy sector upstream operations

RISK MANAGEMENT
• Conducts operating and financial evaluations, and industry reviews to manage companies’ risk exposure to assets liabilities and tolerance in varied market conditions

STRATEGIC PLANNING
• Develops corporate strategies for asset optimization in the energy sector
• Board member oversight of 2020-2025 Calgary Stampede Strategic Plan

STAMPEDE EXPERIENCE

VOLUNTEER COMMITTEES
• Downtown Attractions
• Reception (past chair)

STAMPEDE BOARD COMMITTEES
• Audit & Finance
• Governance & People
• Nominating & Shareholder Relations
• Pension

OTHER BOARD EXPERIENCE AND EDUCATION

BOARD EXPERIENCE
• Director, Swimming Canada, 2016-present
• Past Director, Paris Energy Inc.
• Past Director, KVR Resources Ltd.
• Past Director, Canadian Association of Petroleum Landmen

BOARD EDUCATION
• Institute of Corporate Directors, (ICD.D) designation, 2013
• ICD-designed governance course for the Calgary Stampede Board

OTHER VOLUNTEER EXPERIENCE AND/OR COMMUNITY INVOLVEMENT
• Canadian Association of Petroleum Landmen
• Calgary Stampede Foundation
• Right to Play
• Kids Cancer Care Foundation
• Eau Claire Y
CHERIE COPITHORNE-BARNES
BOARD MEMBER SINCE: 2019
VOLUNTEER SINCE: 2010
403.540.3688 | CHERIE@CLRANCHES.COM

Cherie is a fourth generation rancher with a passion for driving innovation as it pertains to how people perceive agriculture. She is a respected agricultural leader, having sat on numerous boards where principle, integrity and strong strategic management are key.

SKILLS AND EXPERIENCE

EXECUTIVE LEADERSHIP
- Chief Executive Officer, CL Ranches Ltd, 2003-present
- Interim Chair, Alberta Livestock and Meat Agency (ALMA), Government of Alberta, 2010
- Past chair, Canadian Roundtable for Sustainable Beef (CRSB), 2014-2018

FACILITIES & INFRASTRUCTURE DEVELOPMENT
- Land management and development for diversification of uses both commercially and agriculturally for CL Ranches Ltd.

GOVERNANCE
- Executive Committee Member, Alberta Livestock and Meat Agency (ALMA) – George B. Cuff & Associates board governance training

STRATEGIC PLANNING
- Advisory Board Member of WA Ranch, University of Calgary
- Advisory Board Member of Strategic Engagement Group, Olds College
- Programs & Services Chair, Alberta Livestock and Meat Agency (ALMA), 2008-2014
- Board member oversight of 2020-2025 Calgary Stampede Strategic Plan

RISK MANAGEMENT
- Experience in managing risk associated with finance, insurance and environmental factors in the farming and ranching industries

STAMPEDE EXPERIENCE

VOLUNTEER COMMITTEES
- International Agriculture and Agri-Food
- Agri-Food (past chair)

BOARD COMMITTEES
- Audit & Finance
- Strategic Ag & Western Events

OTHER BOARD EXPERIENCE AND EDUCATION

BOARD EXPERIENCE
- Immediate past chair, Canadian Roundtable for Sustainable Beef, 2014-2018
- Director, Global Roundtable for Sustainable Beef, 2015-2018
- Executive Officer, Global Roundtable for Sustainable Beef, January 2020-present
- ALMA Board, 2008-2014

OTHER VOLUNTEER EXPERIENCE AND/OR COMMUNITY INVOLVEMENT
- Mentor, Cattlemen’s Young Leaders Program, 2012-present
- Personnel Chair and Children’s Leader, Bow Valley Baptist Church, 2009-present
Garry has spent more than 41 years in the commercial real estate and development business, as well as being a partner in a small communications company which specializes in corporate sponsorship activation. He is known for his innovative market initiatives that help create value for his clients. Garry is a dynamic leader who excels in strategic thinking and execution.

**SKILLS AND EXPERIENCE**

**EXECUTIVE LEADERSHIP**
- Managing Partner, Javelin Group, 1999–present
- Partner, Leaseco Realty, 1985–present
- Managing Partner GRPH Land & Cattle Company, 2002–present

**FACILITIES & INFRASTRUCTURE DEVELOPMENT**
- Managing Partner, Nesle Corp., 2005-2016
- Leaseco Realty

**GOVERNANCE**
- Member, Governance committee, Vertigo Theatre, 2014–present
- Member, Calgary Stampede Governance & People committee, 2017–present

**MARKETING STRATEGY**
- Leaseco Realty
- Javelin Group
- Marketing strategies for commercial development for Leaseco Realty and Javelin Group

**STRATEGIC PLANNING**
- Member, Calgary Stampede Strategy committee
- Managing Partner, Javelin Group, providing strategic consulting and digital transformation to the world’s retailers and consumer brands
- Vice-Chair, Vertigo Theatre
- Board member oversight of 2020-2025 Calgary Stampede Strategic Plan

**STAMPEDE EXPERIENCE**

**VOLUNTEER COMMITTEES**
- Corporate Relations (past chair)
- Promotion (past vice-chair)

**STAMPEDE BOARD COMMITTEES**
- Audit & Finance
- Governance & People
- Strategic Ag & Western Events
- Strategy
- Year-Round Programming

**OTHER BOARD EXPERIENCE AND EDUCATION**

**BOARD EXPERIENCE**
- Glenwood Homes Board Member, 1996-2002
- Vice-Chair Vertigo Theatre, 2014–present

**BOARD EDUCATION**
- ICD-designed governance course for the Calgary Stampede Board

**OTHER VOLUNTEER EXPERIENCE AND/OR COMMUNITY INVOLVEMENT**
- Past president, Rutland House
- Past member, Rideau Ridge Executive
Dave is a visionary entrepreneur with more than 40 years of diverse business experience. He is an influential leader with a wide range of knowledge, expertise and solid communication skills. Dave is well respected in the agriculture community, and his agri-business operations span two provinces. He studied heavy-duty mechanics at SAIT and is a proud supporter of the Calgary Stampede Foundation.

**SKILLS AND EXPERIENCE**

**ACCOUNTING & FINANCE**
- Accounting and finance oversight of multi-industry farming operation
- President & CEO Lantz Farms Ltd., 1995-present
- Calgary Stampede Audit & Finance committee

**EXECUTIVE LEADERSHIP**
- President & CEO, Lantz Farms Ltd., 1995-present, approximately 20 employees

**GOVERNANCE**
- Member, Calgary Stampede Governance & People committee

**FACILITIES & INFRASTRUCTURE DEVELOPMENT**
- President & CEO, Lantz Farms Ltd., 1995-present
- Operations span two provinces with a large grain farm east of Calgary and an irrigated hay, vegetable and sustainable cow/calf and pork operations in British Columbia
- Partner of the Conrich Community Development Strategy & Hamlet Plan, responsible for implementing the re-designation of agricultural land to form the Conrich CN Industrial Park

**MARKETING STRATEGY**
- President & CEO, Lantz Farms Ltd., 1995-present
- Founder, ‘Farmer Dave’ program designed to build urban and rural connections
- Led the development of the Aggie Days Art Showcase
- Led the initiative to integrate a successful fruit operation in a non-traditional growing area to satisfy an expanding local market

**RISK MANAGEMENT**
- Lantz Farms Ltd. oversight of financial, environmental and sustainability risks
- Investor in a charter airline company
- Managing Partner of commercial & residential property company

**STRATEGIC PLANNING**
- Board member oversight of 2020-2025 Calgary Stampede Strategic Plan

**STAMPEDE EXPERIENCE**

**VOLUNTEER COMMITTEES**
- Ag-tivity in the City
- Agriculture Education (past chair)
- International Agriculture & Agri-Food (past vice-chair)
- Reception

**STAMPEDE BOARD COMMITTEES**
- Audit & Finance
- Governance & People
- Pension
- Strategic Ag & Western Events

**OTHER BOARD EXPERIENCE AND EDUCATION**

**BOARD EXPERIENCE**
- Vice-Chair, 4-H Foundation of Alberta
- Vice-Chair, Grain Academy
- Director, Strathmore Seed Cleaning Plant
- Director, Nexen Sustainability Group

**BOARD EDUCATION**
- ICD-designed governance course for the Calgary Stampede Board

**OTHER VOLUNTEER EXPERIENCE AND/OR COMMUNITY INVOLVEMENT**
- Calgary Stampede Community Builder sponsor
- 1912 Society member, Calgary Stampede Foundation
- 4-H Club Leader
- Indus Community Association
STUART O’CONNOR

BOARD MEMBER SINCE: 2017
VOLUNTEER SINCE: 2005
403.294.1041 | SOCONNOR@FITZROYDEV.COM

Stuart O’Connor is a businessman, entrepreneur, rancher, lawyer and engineer who is currently the Chair of a software services company and sits on a number of private, public and not-for-profit boards of directors.

SKILLS AND EXPERIENCE

ACCOUNTING & FINANCE
- Served on various public and private audit committees, including as Chair
- Chief Financial Officer of Merak, a multinational software company

EXECUTIVE LEADERSHIP
- Chief Executive Officer of Merak
- Executive Chairman of Arcurve Inc., a software services company

GOVERNANCE
- Chairman of Flint Energy Service Ltd., a public oilfield services company
- Director of various public and private companies

LEGAL
- Former Partner with Bennett Jones, a national law firm practising corporate, commercial, securities and technology law
- Bachelor of Laws Degree from Queen’s University in Kingston, Ontario

RISK MANAGEMENT
- Chair, Executive Chair, CEO and director of various public and private companies

STRATEGIC PLANNING
- Co-founder and Executive Chairman of Arcurve Inc.
- Former Chair, Flint Energy Services, 2010-2012
- Board member oversight of 2020-2025 Calgary Stampede Strategic Plan

STAMPEDE EXPERIENCE

VOLUNTEER COMMITTEES
- Centennial (past co-chair)
- Corporate Relations (past chair)
- Innovation

STAMPEDE BOARD COMMITTEES
- Audit & Finance
- Chuckwagon Sustainability Ad Hoc (chair)
- Governance & People
- Nominating & Shareholder Relations
- Pension
- Strategy

OTHER BOARD EXPERIENCE AND EDUCATION

BOARD EXPERIENCE
- Flint Energy Services Ltd. (TSX:FES) Chairman, 2010-2012 and Board of Directors, 1998-2012
- IROC Energy Services Corp. (TSX-V:ISC) Board of Directors, 2011-2013
- Various other companies

BOARD EDUCATION
- ICD-designed governance course for the Calgary Stampede Board

OTHER VOLUNTEER EXPERIENCE AND/OR COMMUNITY INVOLVEMENT
- Chair, Hull Services Board of Governors, 2015-present
- Beakerhead Board of Directors, 2016-present
- Co-Chair, Queen’s Law Alumni Alberta Council
- Various others
Bob is a 46-year veteran of the Canadian oil and gas industry with a Bachelor of Arts and a BSc in Geology (Honours). He has held varying positions throughout his career, with 20 years in senior management. He has managed his family grain farm and investment companies and has raised significant funds for various startup corporations.

**SKILLS AND EXPERIENCE**

**ACCOUNTING & FINANCE**
- President and Secretary Treasurer, Gullywumper Resources Ltd., 1977-present
- Secretary/treasurer for Rodadon Investments Ltd., 1981-present

**FACILITIES & INFRASTRUCTURE DEVELOPMENT**
- Harvest Operations, conducted a program of drilling, completion, tie-in and facility design, 2011-2016

**EXECUTIVE LEADERSHIP**
- Vice President Exploration for Golden Trend Petroleum, The Wiser Oil Company, American Leduc Petroleum and Dorian Energy, building effective and successful exploration and production teams

**HR EXECUTIVE LEADERSHIP**
- Team development for several oil and gas exploration companies, 1994-2002
- Responsible for hiring of staff to build exploration teams during all senior leadership positions

**STRATEGIC PLANNING**
- As an exploration geologist, Bob developed exploration and development programs, and the plans to drill, complete and tie in new wells
- Board member oversight of 2020-2025 Calgary Stampede Strategic Plan

**STAMPEDE EXPERIENCE**

**VOLUNTEER COMMITTEES**
- Beef Cattle (past chair)
- Courtesy Car (past chair)
- First Nations Events

**STAMPEDE BOARD COMMITTEES**
- Audit & Finance
- Governance & People
- Nominating & Shareholder Relations
- Pension
- Strategy

**OTHER BOARD EXPERIENCE AND EDUCATION**

**BOARD EXPERIENCE**
- Golden Trend Petroleum’s Director, 1995-1996
- Riverview United Church Board Chair and Director
- Britannia and Elboya Community Association Director

**BOARD EDUCATION**
- ICD webinars
- ICD-designed governance course for the Calgary Stampede Board
- Morneau Shepell-Pension Counsel

**OTHER VOLUNTEER EXPERIENCE AND/OR COMMUNITY INVOLVEMENT**
- Cub master, Britannia, 1988-1990
- The 300 Group, volunteer, park maintenance
- Volunteer, Canadian Society of Petroleum Geologists (Calgary StampedePG) and Canadian Society of Exploration Geophysicists (CSEG), 1990-2016
MAGGIE SCHOFIELD
BOARD MEMBER SINCE: 2013
VOLUNTEER SINCE: 1989
587.575.0387 | MAGGIESCHOFIELD@SHAW.CA

Maggie is an experienced business leader and proven community builder. She has completed the ICD Not-for-Profit Governance Essentials and Boardroom Financial Fundamentals programs, Indigenous Awareness and media training, plus years of marketing and sales training.

SKILLS AND EXPERIENCE

ACCOUNTING & FINANCE
• Executive Director, Calgary Downtown Association, 2006-2018
• ICD Rotman Financial Fundamentals for the Boardroom
• Member, Calgary Stampede Audit & Finance committee, 2013-2014

HR EXECUTIVE LEADERSHIP
• Executive Director, Calgary Downtown Association, 2006-2018
• Chair, HR committee, Theatre Calgary Board, 2008-2014
• Member, Calgary Stampede Governance & People committee

EXECUTIVE LEADERSHIP
• Executive Director, Calgary Downtown Association, 2006-2018
• Member, Calgary Stampede Governance & People committee

GOVERNANCE
• Executive Director, Calgary Downtown Association, 2006-2018
• ICD Rotman Not-for-Profit Governance Essentials Program
• Theatre Calgary Governance Committee, 2006-2007 and 2014-2016
• Member, Calgary Stampede Governance & People committee

MARKETING STRATEGY
• XEROX Business Services Relationship Manager, 1999-2006
• QC Data, Marketing Representative and Manager, 1992-1995

STRATEGIC PLANNING
• Executive Director, Calgary Downtown Association, 2006-2018
• Board member oversight of 2020-2025 Calgary Stampede Strategic Plan

STAMPEDE EXPERIENCE

STAMPEDE EXPERIENCE

VOLUNTEER COMMITTEES
• Reception (past chair)

STAMPEDE BOARD COMMITTEES
• Audit & Finance
• BMO Expansion Ad Hoc
• Governance & People
• Strategic Ag & Western Events
• Sequential Development Ad Hoc (chair)
• Strategy

OTHER BOARD EXPERIENCE AND EDUCATION

BOARD EXPERIENCE
• Theatre Calgary (past chair), 1998-present, chair facility committee, past chair of board, past chair HR, past member executive selection, artistic and governance committees

BOARD EDUCATION
• ICD Rotman, Not-for-Profit Governance Essentials, 2014
• ICD Rotman Financial Fundamentals for the Boardroom, 2017
• ICD-designed governance course for the Calgary Stampede Board

OTHER VOLUNTEER EXPERIENCE AND/OR COMMUNITY INVOLVEMENT
• 1988 Winter Olympics
• Calgary Municipal Land Corporation (CMLC) Board Advisory committee
• Canadian Well Lodging Society (CWLS), Past Membership Chair
• Grey Cup steering, 2009
• JUNOs organization committee, 2008 & 2016
• SAIT Advisory Council
• Tourist Destination Regional Board
Brock is a respected leader in consulting engineering for building development, with strengths in strategic planning & execution and business development. As founder and Managing Director, Brock has led Entuitive’s growth to more than 270 staff and seven offices in nine years. Brock is a lifelong Calgarian, husband, father and contributor to the community.

**SKILLS AND EXPERIENCE**

**EXECUTIVE LEADERSHIP**
- Queen’s Executive Program, 2010
- Founder & Managing Director, Entuitive, 2011-present
- Member of Young President’s Organization, 2015-present

**GOVERNANCE**
- Chairman of the Board, Entuitive Corporation, 2011-present
- Appointed member, Calgary Stampede Strategic Ag & Western Events committee, 2015-2019
- Board member, Heavy Industries, 2018-present

**FACILITIES & INFRASTRUCTURE DEVELOPMENT**
- Consulting engineer for building, planning and development of commercial, institutional and cultural facilities across Canada since 1997

**MARKETING STRATEGY**
- Oversees the development and evolution of Entuitive’s brand and marketing strategy, 2013-present

**RISK MANAGEMENT**
- Oversight of the mitigation strategy for Entuitive’s financial, leadership and market-driven risks, 2013-present

**STRATEGIC PLANNING**
- Leads Entuitive’s vision and annual Strategic Plan Development, 2013-present
- Strategic Ag & Western Events committee, 2015-present
- Board member oversight of 2020-2025 Calgary Stampede Strategic Plan

**STAMPEDE EXPERIENCE**

**VOLUNTEER COMMITTEES**
- Western Showcase

**STAMPEDE BOARD COMMITTEES**
- Audit & Finance
- Chuckwagon Sustainability Ad Hoc
- Strategic Ag & Western Events
- Strategy

**OTHER BOARD EXPERIENCE AND EDUCATION**

**BOARD EXPERIENCE**
- Chairman of the Board, Entuitive Corporation 2011-present
- Board member, Heavy Industries, 2018-present

**BOARD EDUCATION**
- Directors College Seminars, 2016

**OTHER VOLUNTEER EXPERIENCE AND/OR COMMUNITY INVOLVEMENT**
- Crossroads Community Youth Drop-in Centre, 1998-2003
- Co-founder, Charitable Chuckwagon Stampede Breakfast, serving more than 1,000 people, raising awareness and financial support for Calgary’s Women’s Emergency Shelter, 2004-2008
- Regular volunteer at Inn from the Cold, 2013-present
JOHN THIRD
BOARD MEMBER SINCE: 2013
VOLUNTEER SINCE: 1980
403.609.1211 | THIRDJ@SHAW.CA

John is a licensed broker/owner of a real estate brokerage, providing real estate development consulting services. With more than 40 years of experience developing and marketing real estate in Western Canada and abroad, John brings to the Stampede strong business acumen, communication and business development skills, with a team approach to problem solving.

SKILLS AND EXPERIENCE

ACCOUNTING & FINANCE
- Executive Vice President of Weststone, John directed equity assembly, mezzanine financing and construction financing for Ultra Development, a $106 million, 40-storey residential highrise in Surrey, British Columbia

EXECUTIVE LEADERSHIP
- Executive Vice-President for Stone Creek Resorts and Weststone Properties, John designed, budgeted and oversaw the marketing and sales of more than $400 million in recreational real estate

MARKETING STRATEGY
- Designed the marketing plans for Silvertip in Canmore, Mountain Air in North Carolina and Britannia in Cayman, successfully selling more than $500 million in recreational real estate

STRATEGIC PLANNING
- Planning and development of the Area Structure Plan for Horseshoe Lands at Seebee, Alberta, and Silvertip, Canmore, Alberta
- Worked with governments and planning authorities to obtain approval for more than 5,000-unit residential communities
- Board member oversight of 2020-2025 Calgary Stampede Strategic Plan

STAMPEDE EXPERIENCE

VOLUNTEER COMMITTEES
- Caravan (past chair)
- Chuckwagon (past chair)
- Parade (past sub chair)

STAMPEDE BOARD COMMITTEES
- Stampede Casino General Partnership Ltd.
- Audit & Finance
- Governance & People
- Strategy

OTHER BOARD EXPERIENCE AND EDUCATION

BOARD EXPERIENCE
- Director for A&B Pipeliners (15 years), during which time the organization quadrupled annual earnings, tripled its workforce and expanded service area to province-wide

BOARD EDUCATION
- ICD-designed governance course for the Calgary Stampede Board

OTHER VOLUNTEER EXPERIENCE AND/OR COMMUNITY INVOLVEMENT
- Advisor, Phoenix Drug and Alcohol Society, assisting with development of housing for those overcoming addiction
- Board Member, Bow Valley Builders & Developers Association
Formally recognized as one of Alberta’s Top 100 Outstanding Citizens, Kate is a business builder and community leader who has served as a director on 18 not-for-profit boards. She has helped raise $150 million for capital projects, secured $5 million in sponsorship and $3 million ‘in-kind’ donations. Kate is a Certified Management Consultant (FCMC) and an entrepreneur with western values.

SKILLS AND EXPERIENCE

ACCOUNTING & FINANCE
- Managing Director, KTG Enterprises Inc. (KTG) and President, Selling Success Inc. (SSI), 1986–present
- Financial management of 15 multi million dollar contracts with governments
- Member, Institute of Management Consultants, Alberta, Audit & Finance 2017–2018

EXECUTIVE LEADERSHIP
- Led a team who consulted with 10,000+ Alberta businesses

FACILITIES & INFRASTRUCTURE DEVELOPMENT
- Project Lead, Government of Alberta, Vancouver 2010, facility operations $26 million
- Board Executive, capital projects, Arts Commons $102 million and Alberta Jubilee Auditorium $72 million
- Lobbyist securing $100 million for private sector infrastructure development

HR EXECUTIVE LEADERSHIP
- Develop and deliver career transition services helping 3,500 professionals get jobs

GOVERNANCE
- Former Corporate Secretary, Willowglen Company Ltd. and Simpson Timber Co.

MARKETING
- Created marketing campaigns recruiting 5,000+ clients to training programs
- International, National and Regional marketing of Olympic and World Cup tickets and events

STRATEGIC PLANNING
- Created process and strategy tools to start up 650 small businesses
- Board member oversight of 2020–2025 Calgary Stampede Strategic Plan

STAMPEDE EXPERIENCE

VOLUNTEER COMMITTEES
- Grandstand (past chair)
- Creative Living
- Theme
- Park Parade

STAMPEDE BOARD COMMITTEES
- Audit & Finance
- Governance & People
- Pension
- Strategic Ag & Western Events
- Strategy

OTHER BOARD EXPERIENCE AND EDUCATION

BOARD EXPERIENCE
- Director, Calgary Military Family Resource Centre, 2016–present
- Stampede Casino General Partnership Ltd., 2016–2019
- Director, Institute of Certified Management Consultants, Alberta, 2014–2019
- Director, 18 Not-for-Pros and 3 For-profits

BOARD EDUCATION
- Corporate Secretary
- ICD Member 2012–present
- ICD-designed governance course for the Calgary Stampede Board

OTHER VOLUNTEER EXPERIENCE AND/OR COMMUNITY INVOLVEMENT
- 2017 YWCA ‘She Who Dares’ community impact recipient
- Founder, Arts Commons, Calgary Winter and First Night Festivals
- Member, Mount Royal University, Bissett Partnership
BOARD OF DIRECTORS

External Appointees

LESLEY CONWAY

MARCEL COUTU

SHANE DOIG
CHAIR, AUDIT & FINANCE COMMITTEE

GREG KWONG
COUNCILLOR JYOTI GONDEK

COUNCILLOR WARD SUTHERLAND

MAYOR NAHEED NENSHI
The CS brand has been a well-known community symbol for over a century. While it may stand for Calgary Stampede, it also symbolizes our Community Spirit, fuelled by volunteerism, providing opportunities for youth and a lasting economic impact in our city.

Creating Jobs: 1,500 year-round employees are joined by more than 3,500 seasonal employees each year to welcome guests from around the world.

Economic Impact: The Calgary Stampede is proud to contribute $540 million in economic impact to Alberta annually, according to a review conducted by the Conference Board of Canada.

Promoting Agriculture: Every year, Stampede agriculture programs connect more than 50,000 youth across Calgary and southern Alberta with our rural roots.

Encouraging Volunteerism: At the heart of the Calgary Stampede, you’ll find more than 2,500 dedicated volunteers.

Empowering Youth: The Calgary Stampede Foundation provides young people with opportunities to discover and pursue their passions through programs like The Young Canadians School of Performing Arts, Calgary Stampede Showband, Band of Outriders and Calgary Stampede Showriders.

Welcoming the World: In addition to The Greatest Outdoor Show on Earth, Stampede Park hosts more than 1,200 business, tourism, sporting, hospitality and community events every year, welcoming more than four million guests from every corner of the world.

The 2018 Report to the Community can be found online: