

Mitch Baran
Lifetime Achievement Award

Park Re-Naming Application

**RIVERSIDE PARK RE-NAMING REQUEST
UNDER THE THE NAMING/RE-NAMING OR DEDICATING OF MUNICIPAL PROPERTY,
BUILDINGS AND PARK ELEMENTS COUNCIL POLICY 3(7A)**

DATE OF REQUEST

Request Made: Tuesday, June 26, 2012

TIMING OF LIFETIME ACHIEVEMENT AWARD CEREMONY

At the June 26, 2012 Council meeting, Mayor Joe Fontana announced that the city Culture Office would be making application to rename Riverside Park to be M.A. Baran Park. At this recognition MP Susan Truppe and MPP Deb Matthews presented certificates of recognition from the Prime Minister and Premier of Ontario as Parliament and the Ontario Legislature were not in session at that time.

REQUEST DESCRIPTION

It is being requested that "**Riverside Park**" be re-named "**M. A. Baran Park**" in recognition of the lifetime achievements of Mr. Baran and to celebrate the 90th anniversary of his company Trudell Medical.

Riverside Park is located at the Forks of the Thames River on the west side where the Blackburn Fountain is located. The west boundary of this park is the Kiwanis Seniors Centre. An aerial photograph of the park is attached as Appendix A to this report.

REQUESTER

Robin Armistead, Manager of Culture and Municipal Policy is making this request to the City Clerk on behalf of former City Manager Jeff Fielding. Jeff sent the following email to Mayor Joe Fontana and he cc'd the family of Mitchell Baran:

"I mentioned several months ago that a tribute to Mitch Baran was in the works. I am pleased to tell you that the rough outline for a celebration of Mitch's accomplishments has been sketched out today. Let me brief you. This is the 90th anniversary for Trudell and the Council can use this milestone as a 'touch point' to recognize Mitch at City hall. It is planned to have a reception on the 12th floor prior to the Council meeting, and to invite family and friends to join in the celebration. We will ask for letters of recognition from the Prime Minister and the Premier. The date will be fixed sometime in May/June. Once the tribute moves to the floor of Council it is anticipated that you would recognize Mitch and that the City would have a street or park named in his honour. Robin Armistead will coordinate the activities through my office. Let me know if this works."

The Mayor has indicated his support for this recognition to occur. This request was brought to the City of London Senior Management Team meeting by Jeff Fielding on Tuesday January 17, 2012 and at that time he suggested that recognition of citizens that make a significant contribution to the city of London continue on an ongoing basis.

ACKNOWLEDGEMENT OF THIS REQUEST BY THE FAMILY OF MR. BARAN

An email is attached from Mr. George Baran, who is the son of Mitchell Baran, which acknowledges support for the request.

ELIGIBILITY AND REQUESTED APPROVAL PROCESS IN THE PARK RE-NAMING POLICY OF COUNCIL

The request being made for Mr. Baran to be honoured by dedicating a prominent park currently being developed to be named after him is applicable under the Naming/Re-naming or Dedicating of Municipal Property, Buildings and Park Elements Policy 3(7A) as the policy states under its Intent Section that "*individuals may be considered in special circumstances*".

Mr. Baran has made a significant lifetime achievement contribution to the London community and to our society with the creation of his medical devices such as the Asthma Aero-chamber, and this is the right year to provide this award as it is the 90th anniversary of his company, Trudell Medical, in 2012.

It is requested, based on this policy, that this application be circulated to internal stakeholders, and will be subject to a public participation process as outlined in the city policy.

Financial Contribution to the Park

The Baran family has offered to provide the City with a contribution of \$100,000 toward the development and/or enhancement of the park if it were named after Mitchell Baran (financial contributions are referred to in the Policy) but it is was never intended to be the reason for this proposed park re-naming recognition. The funding would be a welcome contribution to the City to be able to complete the development of this park all the way to the Kiwanis Senior's Centre.

Any associated expenses for the park sign could come from this funding contribution. The City Manager's Office will cover the costs of the small reception in the cafeteria before the Council meeting.

RATIONALE TO SUPPORT THIS RECOGNITION

Previous Awards Mitch Baran Has Received

1. In recognition of his contribution to the Chartered Accountant profession and his successful business career, Mr. Baran has been inducted as a Fellow into the Ontario Institute of Chartered Accountants and has been given an Honorary Doctorate of Laws from the University of Western Ontario (2011).
2. In addition, Mr. Baran is also the founding Chairman and a significant financial supporter of Let's Talk Science, a national initiative to promote science literacy in Canada developing effective teaching strategies through research. Let's Talk Science is organized as a not for profit organization that garners support from both the private and government sectors. Over the past 15 years it has also drawn critical acclaim from such prestigious organizations as the Conference Board of Canada. He has been the recipient of the 2006 – Lay Category, Partners in Research Biomedical Ambassadors Award as well as the Paul Harris Fellowship Award from the London Rotary Club.
3. Mitchell Baran is an inductee of the London Business Hall of Fame
4. In 2008, Mitchell Baran was the recipient of the London Chamber of Commerce Business Achievement (ICON) Award.
5. Mitchell was inducted into the Junior Achievement Hall of Fame in 2003.

6. In 2011, Mr. Baran was conferred a honorary Doctor of Law from Western University. Mr. Baran has been a strong advocate for the creation of the University Vice President (Research) portfolio and has also been an articulate spokesperson for the importance of public research in the community.

Significant Contributions to both the London Community and to Society

Mr. Baran has made a significant contribution to the development of London and it is an opportune time being the 90th anniversary of his company Trudell Medical to celebrate this lifetime achievement. The City of London should take the opportunity to promote this success story of Mr. Baran's demonstration of loyalty to our community by a company that has grown to be internationally recognized. He has also given back to the London community through his philanthropy. Examples of known contributions to both London and to society in general include:

Philanthropic Contribution

- Along with his wife and children, Mr. Baran has set up a community fund with the London Community Foundation which is allocated by the London Community Foundation Grants Committee. The Mitchell and Kathryn Baran Family Foundation provide annual financial support to various charities and in particular, those that serve the poor and needy, education, innovation and research.
- As a huge proponent for support of social and community issues, Mr Baran has raised the funds for Mission Services of London and the Grand Theatre Foundation and has provided donations to the United Way of London and Middlesex and other community organizations such as the Salvation Army, the M.S. Society, the Lithotripsy Program at St. Joseph's Hospital, and the Memorial Boys and Girls Club of London.
- Mr. Baran has donated to the London and Area Food Bank and assisted the Food Bank with the purchase of their new building.
- Mr. Baran has served as Chairman of St. Mary's Hospital, Marian Villa Home for the Aged, and is a past member of the Executive Committee of St. Joseph's Health Centre. Currently he is a member of the St. Joseph's Society, the umbrella organization for the hospital owned by the Sisters of St. Joseph in the Diocese of London.
- Mr. Baran's company Trudell Medical also helps relief organizations around the world by donating medical equipment and supplies to emergency clinics in places of need.

Education Contribution

- Mr. Baran has been a generous supporter of the University of Western Ontario, including a \$1 million donation to support the development of the Medical Sciences Renovation Project to support the completion of laboratories at the Schulich School of Medicine, Dentistry, Department of Physiology and Pharmacology. He has contributed to the development of next-generation leaders through his support of student awards and faculty fellowships.
- Mr. Baran is Chairman of Let's Talk Science, a national initiative to promote science literacy in Canada developing effective teaching strategies through research. The Conference Board of Canada has generated a positive research paper supporting the activities of Let's Talk Science. Since its inception, Let's Talk Science has engaged an estimated 2.5 million children, youth and educators.

- In 1998, Mr. Baran made a significant donation that led to the creation of the A. M. Cuddy Graduate Scholarship in neuroscience.
- The Baran family also created two student awards for the Childhood and Family Relations Program and the Social Justice and Peace Program at Kings University College in 2005.

Medical Research Contribution

- Mr. Baran has supported research expansively especially in the areas of Asthma and respiratory treatment which has resulted in the development of significant technological advances such as the development of the AeroChamber for use with asthma puffers.
- Mr. Baran has volunteered his time to support provincial organizations such as the Ontario Health Industry Advisory Committee and the Ontario Home Respiratory Services Association.
- Mr. Baran has served as a volunteer member of the St. Joseph's Hospital Board between 1985 until 1993.
- Mr. Baran has been instrumental in the development of Western's Technology Transfer Office and its evolution into World Discoveries Inc. Since 2006, World Discoveries Inc. has become London's city-wide technology transfer agency of record representing all public research facilities in the region. He founded the World Discoveries Advisory Council, which assisted in the selection of deserving technologies for financial support from Western University's Innovation Fund. He has been a major donor to research concerning science and technology at Western University.

Example of a Successful and Loyal London Company

- Mitchell Baran has grown the Trudell Medical Group Company to the point where it is considered to be one of the most successful medical device companies in Canada. His company is an example of a business from London that has competed successfully on the world class stage.
- The annual Trudell Medical Urology Golf Tournament has engaged the London community to support the St. Joseph's Urology Centre for more than a decade. Mr. Baran contributes both personally and with corporate volunteer and financial support.

BIOGRAPHICAL INFORMATION

Mitchell Baran was raised in Brantford, Ontario. He is a graduate of the Honours Business Administration program (HBA) at the University of Western Ontario (1959). After graduation, he accepted a position at Clarkson, Gordon Co., a firm of chartered accountants (now Ernst and Young) and obtained his Chartered Accountant degree in 1962. He is married to Kathryn Baran and they have raised four children in London.

90th Anniversary of Trudell Medical Group

The Trudell Medical Group celebrates its 90th anniversary this year. In 1967, Mr. Baran acquired his wife's grandfather's 12 employee medical supply company, originally founded in 1923.

Over the last 36 years as Chairman of the Trudell Medical Group, Mr. Baran has grown his family owned business into a multi-faceted, international medical device company employing over 1,000 people across manufacturing, distribution and investment operations. The Trudell Medical Group carries on activities in product development, manufacturing and distribution of medical devices in Canada, the U.S. and other major international markets throughout the world. The company also provides a wide range of home care services within the Canadian market. The company's major customers include GlaxoSmithKline, Boehringer Ingelheim, TEVA Pharmaceuticals and others.

The business covers a broad base including respiratory and non-invasive devices and other products including the flagship product the AeroChamber® which is a valved holding chamber used by patients who require aerosolized medication delivered from a metered dose inhaler.

Investment into Other Companies in the London Community

In recent years, Mr. Baran and his seasoned management team have actively invested in several emerging technology-based companies. His investment of personal time, reputation and experience has been a catalyst in attracting millions of dollars to these academic-based ventures which include Viron Therapeutics Inc. and CVD Diamond, both based in London. Mr. Baran is a director of several Canadian and U.S. companies and is currently Chairman of Viron Therapeutics Inc., a clinical stage biopharmaceutical company pioneering the development of viral proteins to treat and prevent human inflammation. Mr Baran is President of Monaghan Medical Corporation a company which sells and manufacturers medical device products which increase the quality of life; President of Northgate Technologies, Inc. who supplies, develops and manufacturers innovative, state-of-the-art invasive surgery products and is a past Director and founding investor of Oriel Therapeutics a respiratory drug delivery development company that was merged into a multinational pharmaceutical company in early 2010.

Support for Innovation in Canada

Mr. Baran is passionate about the importance of the role of innovation in Canada's future economy and quality of life and has served as a past President of the Medical Devices Advisory Council, a Government of Canada initiative to promote competitiveness in the Canadian medical devices industry, Med Tech, an exposition designed to showcase innovative Canadian medical devices and assist researchers and inventors to bring their products to market and the Greater London Health Care Initiative. He is also a past member of the Ontario Health Industry Advisory Committee (HIAC) and the Health Industries Development Council (HIDCO), both medical industry initiatives of the Province of Ontario. He has also served as a board member of Materials & Manufacturing Ontario (MMO). He is a member of the Technology Transfer and Commercialization Advisory Council of the University of Western Ontario.

COMMUNITY SUPPORT FOR THE REQUEST

Below is a list of the community leaders who have provided letters of support for this request (letters attached as Appendix B). The London Community Foundation has contacted the Blackburn family who donated funding toward the Blackburn Fountain, which is located in the park being requested to be re-named to Mitch A. Baran Park and they are supportive of this re-naming.

Jeff Fielding, Former City Manager of City of London
Amit Chakma, President and Vice-Chancellor of Western University
Carol Stephenson, Dean Richard Ivey School of Business
Dr. Gillian Kernaghan, President and CEO St. Joseph's Health Care London
Dr. Carol Herbert, Immediate Past Dean, Schulich School

Dr. Ted Hewitt, Professor of Sociology Western University
Andrew Lockie, CEO, United Way London & Middlesex
Martha Powell, CEO, London Community Foundation
Dr. John Denstedt, Richard Ivey Professor of Surgery, Schulich School
Sheldon Aaron, Executive of Lamplighter Inns (London) Limited
T. Brayl Copp, Copps Buildall London
Dr. Bonnie Schmidt, Founder and President of Let's Talk Science
William Brady, Citizen of London
Dr. Calvin Stiller, Stilco
Gerald Slemko, Citizen of London
Tony Dagnone, Former President of London Health Sciences Centre
Peter White, President and CEO of LEDC
John Winston, General Manager Tourism London
Andy Spriet, President of Spriet Associates
Deb Harvey, Executive Director, Grand Theatre
Don Donner, CEO Boys & Girls Club of London
Dr. Ruth Martin, Professor at Western University
Dr. David Sylvester, Principal, King's University College

CONCLUSION

Mitchell Baran is an exemplary leader who gives back to our community, both as generous philanthropist and dedicated volunteer and is a role model for all Londoners. He takes pride in his family, his company, and his community and believes in innovation in Canada and that anything is possible with perseverance, a good work ethic and focus.

Mr. Baran has worked to bring Western University and the community together to stimulate an interchange of ideas and discoveries into commercial activities that create jobs and improve the economy of London.

It is very important that the City of London take the time to recognize Mr. Baran's contributions in a public way by re-naming Riverside Park to M. A. Baran Park in his honour.

Webb, Lynda

Subject: MITCH BARAN - PARK RE-NAMING APPLICATON - FAMILY CONFIRMATION

From: George T. Baran [mailto:GBaran@tmlcorp.com]

Sent: Tuesday, May 08, 2012 9:57 AM

To: Webb, Lynda

Cc: Kim Powell; mattbaran@rogers.com; Kristen Baran; trudell7@aol.com

Subject: RE: Recognition

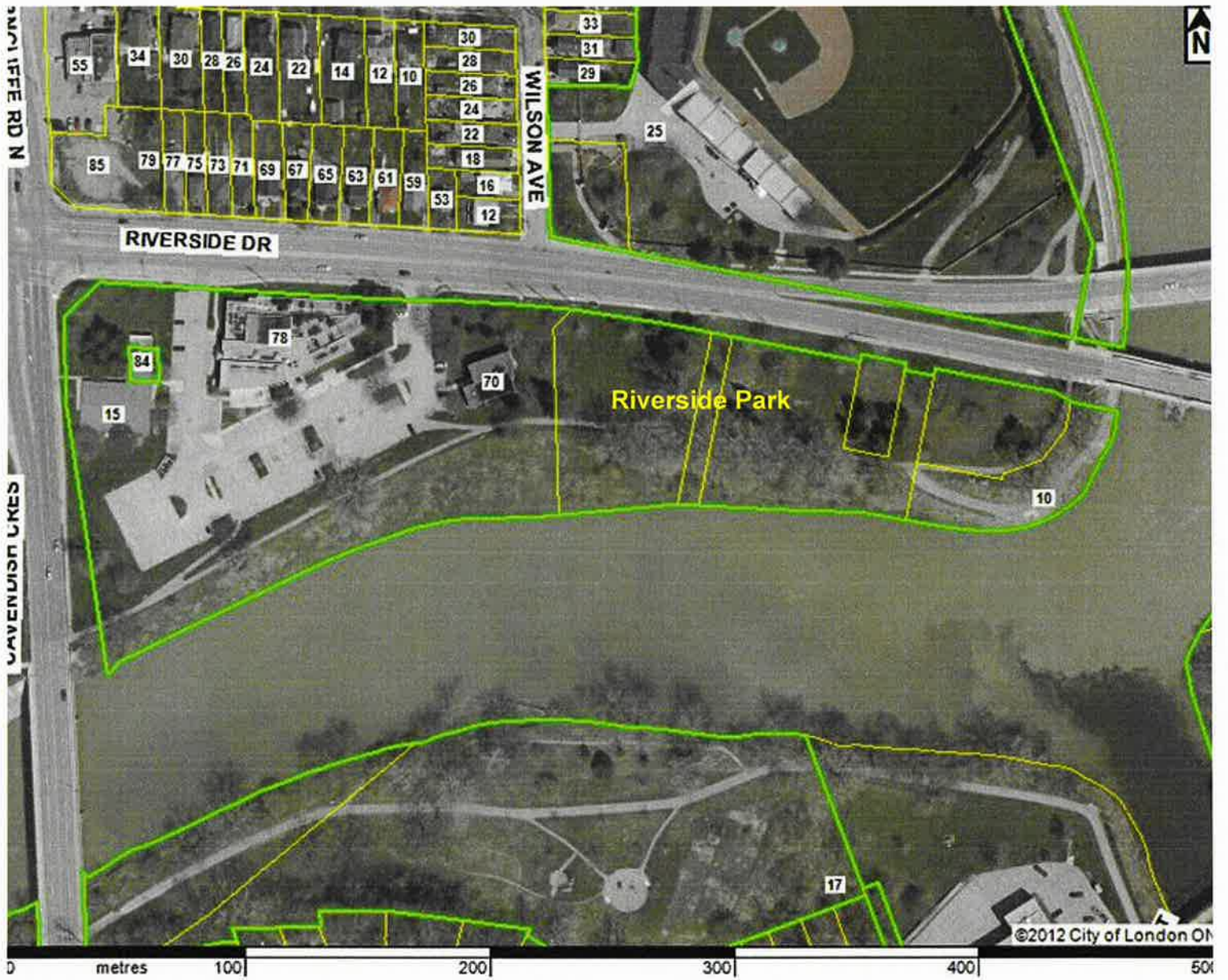
Hello Lynda,

Please let this email serve as confirmation that the Baran family is pleased to allow the City to use my father's name in conjunction with the planned recognition site.

Kind regards,

George Baran

Mitch Baran Park Re-naming Application – Map Showing Riverside Park



*Letters of Support
for*

Mitch Baran

Lifetime Achievement Award

Park Re-Naming Application

May 7, 2012

Tribute to Mr. Mitch Baran

Mr. Baran is chairman of the Trudell Medical Group, a global player in the manufacturing and distribution of medical products, and a director of a number of Canadian and U.S. companies.

As chairman of Trudell Medical Group, Mr. Baran has transformed the company from a small London distributing firm to a powerhouse global health care business. Today the company is recognized around the world for its innovative health care products. Under his leadership, the company has expanded to more than 1,300 full and part-time employees.

Mr. Baran is also a leading philanthropist in the London community, contributing millions of dollars to charity and institutional research efforts. Through his generous support of student awards, he encourages the development of the next-generation of leaders in London.

Mr. Baran is committed to supporting the medical researchers and innovators quietly working away at the next breakthrough in medical science at Western. He believes the University is a vital economic driver in London. The University of Western Ontario conferred an honorary Doctor of Law upon Mr. Baran in recognition of his pioneering work in the field of medical device innovations and his generosity within the London community.

Despite his many successes and prominence in the business and philanthropic community in London, Mr. Baran has maintained a relatively low profile over the years, belonging to a generation that prefers to allow others share in their successes.

Trudell Medical Group has been aggressively courted by other municipalities to relocate but Mr. Baran has remained committed to London. In light of Mr. Baran's significant contribution to the City of London; his ongoing commitment to this City; his investment in people and research; his generous philanthropic contributions; his quiet and steady leadership in the business community; and his vision for this City as a leader in medical research, it now is appropriate - more now than ever - that the Corporation of The City of London acknowledge Mr. Baran's influence in building this great City.

It is time to say thanks, to extend a collective congratulations, and to share the community's gratitude for Mr. Baran's significant contributions to London. I concur with the recommendation that the City of London recognize the lifetime achievements of Mr. Baran through the re-naming of Riverside Park.

A handwritten signature in black ink, appearing to be 'Jeff Fielding', with a long horizontal stroke extending to the right.

Jeff Fielding
Former City Manager

May 7, 2012

Ms. Robin Armistead
Manager of Culture and Municipal Policy
City of London – Culture Office
300 Dufferin Avenue
P.O. Box 5038
London, ON N6A 4L9
Email: rarmiste@london.ca

Dear Ms. Armistead:

I am delighted to hear of the plan to rename Riverside Park in honour of Mitch Baran, an accomplished and generous graduate of Western (HBA'59), whom last year we recognized with an honorary degree.

Mitch has made his home in London since he first came to Western and ever since the city has been fortunate to have been the beneficiary of his business acumen and philanthropy. Mitch purchased his company, Trudell Medical International, in 1967, the same year he made his first donation to Western. While his company has grown, Mitch has also increased his involvement and participation in civic life and at the University, where he has supported a number of projects at Western, especially in Medicine.

In 1998, he made a significant donation that led to the creation of the *A.M. Cuddy Graduate Scholarship in Neuroscience*. Trudell Medical International later made a gift of more than \$1 million that established the second floor of the Medical Sciences Building as the *Baran Family Centre for Medical Sciences Research & Innovation*. The Baran family also created two student awards for the Childhood and Family Relations Program and the Social Justice and Peace program at King's University College in 2005. Over the years, Mitch has also generously donated to the London Community Foundation, London Health Sciences Centre, United Way of London and Middlesex, the Grand Theatre and MS Society.

A dedicated proponent and promoter of Science, Mitch's concern about Canada's record in science education, led him to become the first chairperson and a contributor to Let's Talk Science, a national non-profit program, originally based at Western.

He has also volunteered his time to support a number of local organizations including St. Mary's Hospital and St. Joseph's Health Care and provincial organizations such as the Ontario Health Industry Advisory Committee and the Ontario Home Respiratory Services Association, among others.

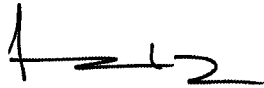
We are fortunate at Western to have been the recipient of Mitch's generosity on more than one occasion. He believes in the importance of medical research and education and has demonstrated philanthropic and community leadership through his increasingly generous gifts to Western.

Mitch is also passionate about other aspects of life in our city and has made it a point to invest in a wide range of activities that enhance life in our city from social services to the arts and culture. He has also worked to bring university and community together, stimulating the interchange of ideas and discoveries into commercial activities that create jobs and improve the economic fabric of London.

In 2003, Mitch was inducted into the London Business Hall of Fame, a tribute to his tremendous business success and the incredible growth of Trudell Medical International. In 1967, Trudell was a company of 12 employees; today it has grown to a company of more than 1,300 people. This award was particularly fitting as recipients are chosen by their peers and his selection recognized the respect that Mitch has earned during his time in London.

On behalf of Western University, I am pleased to support the naming of the Mitch Baran Park, at the Forks of the Thames by the Blackburn Fountain. It is a wonderful tribute to an outstanding philanthropist and citizen of London, Ontario.

Sincerely,

A handwritten signature in black ink, appearing to read 'Amit Chakma', with a stylized flourish at the end.

Amit Chakma



Dean's Office

Richard Ivey School of Business
The University of Western Ontario

Carol Stephenson, Dean

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May 4, 2012

Ms. Robin Armistead
Manager of Culture and Municipal Policy
City of London – Culture Office
300 Dufferin Avenue
P.O. Box 5038
London, ON N6A 4L9

Re: Letter of Support for Mitch Baran's City of London Recognition

Dear Ms. Armistead,

I am very pleased to provide this letter of recommendation in support of the nomination of Mitch Baran for a lifetime achievement award from the City of London and recognition via the re-naming of Riverside Park to Mitch Baran Park. Given Mitch's support of numerous social justice and health causes in London and other areas of the world, and of Western University, I believe he has proven to be an exemplary business leader who gives back to his community as both a generous philanthropist and dedicated volunteer.

As dean of the Richard Ivey School of Business at Western University, of which Mitch is a proud graduate from 1959, I have witnessed his contributions to the development of next-generation leaders through his adamant support of student awards and faculty fellowships. In addition, I've seen his loyal support to other Western faculties, such as his \$1-million donation to Western to support the Medical Sciences Building Renovation Project, which led to the second floor of this building being aptly named the Baran Family Centre for Medical Sciences Research & Innovation.

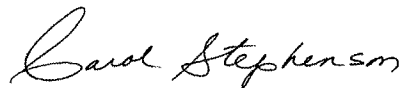
Additionally, as the 2010 Campaign Chair of United Way of London & Middlesex, I know first hand that Mitch's donations to the United Way and other community organizations such as Salvation Army, London Community Foundation, and Boys & Girls Club, provide tremendous relief to area residents in need. Mitch's philanthropic efforts extend beyond his own community, though, and his global health-care company, Trudell Medical Group, also helps relief organizations around the world by donating medical equipment and supplies to emergency clinics in places of need.

I had the great honour of participating in the preparation work for the 2011 ceremony at which Mitch was conferred an honorary Doctor of Law from Western University due to his support of his local community, his alma mater, and beyond. At that ceremony, Ivey Professor Jim Hatch cited how Mitch had “enacted a virtuous circle and inspired others to follow suit,” in reference to Mitch’s great belief that business success is tied to social activism, and the way he has put that belief into action.

I believe that Mitch is an accomplished and well-respected business leader who thinks globally, acts strategically and contributes to society – the kind of leader Ivey strives to develop. Ivey’s faculty, staff, students and alumni are very proud that Mitch has enacted the Ivey mission, inspired others to follow suit, and, as a result, made an impact on his community and other areas of the world. Given the fact that Mitch has kept a very low profile, despite his accomplishments, and is modest by nature, I believe it is very important to recognize his contributions in a public way such as the re-naming of Riverside Park in his honour.

Thank you in advance for considering Mitch Baran for this award.

Sincerely,

A handwritten signature in cursive script that reads "Carol Stephenson". The signature is written in dark ink and is positioned above the typed name.

Dean Carol Stephenson, O.C.
Lawrence G. Tapp Chair in Leadership

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fax: 519 646-6054
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May 7, 2012

City of London
c/o Ms. Robin Armistead
Manager of Culture and Municipal Policy
300 Dufferin Avenue
P.O. Box 5038
London, Ontario N6A 4L0

Commendation for Mr. Mitch Baran

It is a privilege to write this letter of commendation for Mitch Baran on behalf of St. Joseph's Health Care London and in recognition of Mr. Baran's support of care and community in London.

Mr. Baran served as a volunteer member of the St. Joseph's board between 1985 and 1993 and in this capacity was very involved in a range of board committees and projects.

He continues to fulfill a lifelong commitment to the health of our community. St. Joseph's and many partners in care, teaching and research experience firsthand, Mr. Baran's personal and philanthropic dedication. We are most grateful for his focus on innovation - bringing new technology to health care - in the same way he directs the research and development strengths of his own company.

The annual Trudell Medical Urology Golf Tournament has engaged our community in support of St. Joseph's Urology Centre for more than a decade. Mr. Baran contributes both personally and with corporate volunteer and financial support. To date, this support has contributed directly to the centre's digital C-arm, da Vinci surgical robot and our current efforts to replace the Centre's lithotripter - one of only three in Ontario. This technology supports the finest medical and clinical staff, serving our region and teaching students from around the world.

Mr. Baran also provides corporate sponsorship of the St. Joseph's Health Care Foundation's Tribute Dinner, an event that supports one of our distinct care programs each year.

Moreover, as President of the Mitchell and Kathryn Baran Family Foundation, Mr. Baran and his family have bestowed many grants to social services organizations, including the Salvation Army, London Community Foundation, United Way and the Boys & Girls Club.

For his deep sense of the importance of London's health and social network, we are delighted to join with our partners and our community in recognizing Mr. Baran's lifetime of achievement in business and community service.

Sincerely,



Dr. Gillian Kernaghan
President & CEO
St. Joseph's Health Care London



CONFIDENTIAL:

City of London – Culture Office

300 Dufferin Avenue

P.O. Box 5038

London ON N6A 4L9

Re: Naming of Mitch Baran Park

Dear Ms. Armistead,

I enthusiastically support the renaming of Riverside Park in honour of Mitch Baran. Mr. Baran has been a stalwart supporter of so many initiatives in London, including naming a wing in the Medical Sciences Building of the Schulich School of Medicine & Dentistry. However, more important than the funding provided for the building was the 'push' that Mitch gave to the School and to the Department of Physiology & Pharmacology which is housed in the wing, to be truly innovative.

Mitch's personal creativity and leadership of bold new ventures sets him apart from most people. He is always pushing the boundaries, with clear vision of a future for London and for Canada where innovation is the metric for success. I learned much from him in our conversations over the eleven years that I served as Dean of the School; he made me dream big and in technicolour, and for that I am truly grateful to have known him. He is most deserving of the establishment of Mitch Baran Park in recognition of his lifetime contributions to London and to Canada

Yours sincerely,

Carol P. Herbert BSc MD CCFP FCFP FCAHS

Immediate Past Dean, Schulich School of Medicine & Dentistry

5 May 2012

Ms. Robin Armistead
Manager of Culture and Municipal Policy
Culture Office
City of London

Dear Ms. Armistead,

I am writing to offer my full, unequivocal, and enthusiastic support for the renaming of Riverside Park to honour Dr. Mitchell Baran.

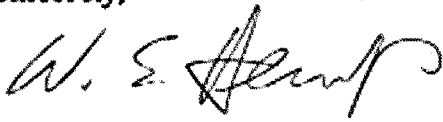
I have worked closely with Mitch for a close to a decade. Undoubtedly, he is best known for his contribution to business in London, though the acquisition and expansion of his now-global medical devices company, Trudell Medical. Much less known is the tireless contribution Mitch has made to The University of Western Ontario. During my term as Associate Vice-President (Research) (2001-2004) and then Vice-President (Research & International Relations) (2004-2011) Mitch was one of my most trusted community advisors, particularly in the area of industry relations and technology transfer. Mitch was instrumental in the development of Western's Technology Transfer Office, and later participated actively in its evolution to WORLDDiscoveries, Inc. Since 2006, WORLDDiscoveries has become London's city-wide technology transfer agency of record, representing all public research facilities in the region, and is one of the most successful organizations of its kind in Canada. Mitch was also a founding member of the WORLDDiscoveries Advisory Council, and assisted regularly in the selection of deserving technologies for financial support from the University's Innovation Fund. In some cases, and on his own initiative, Mitch adopted specific technologies for further development through Trudell Medical.

More broadly, Mitch participated actively in, and was strongly supportive of activities promoting a culture of innovation and entrepreneurship on campus, and has been a major donor to research in science and technology at Western. He was also a strong advocate for the Vice-President (Research) portfolio with the senior administration of the University, and with the Board of Governors, and an articulate spokesperson for the importance of public research in the community. For these efforts, he was awarded last year with an honorary Doctorate from the University.

In conclusion, please allow me to add my voice to so many others in London who I know strongly support the establishment of Mitch Baran Park at the historic heart of

our City, in recognition of one who has not only accomplished so much, but given back so generously to our community.

Sincerely,

A handwritten signature in black ink, appearing to read "W. E. Hewitt". The signature is fluid and cursive, with a large, sweeping flourish at the end.

W. E. (Ted) Hewitt, Ph.D
Professor of Sociology
Western University

Public Policy Scholar
Woodrow Wilson International Center for Scholars
Washington, DC
U.S.A.

May 7, 2012

Ms. Robin Armistead
City of London – Culture Office
300 Dufferin Avenue
P.O. Box 5038
London, ON N6A 4L9

Dear Ms. Armistead,

On behalf of United Way London & Middlesex, I wish to recommend that Mitch Baran be honoured with a City of London Lifetime Achievement Award.

United Way recognizes the incredible work of dedicated individuals like Mr. Baran, who strive to make a positive impact and consistently do so. He has made substantial contributions to our community; these contributions strengthen and improve this city for us all.

United Way has also long played an important role in supporting this community – making sure people in London and Middlesex get help when they need it most. United we can face these challenges together and remove barriers to success for our most vulnerable citizens. So, here at United Way, we too take great pride in Mr. Baran's accomplishments. Re-naming Riverside Park in his honour seems a fitting tribute to his deep commitment to our community.

United Way has been a benefactor of Mr. Baran's generous philanthropy through personal, corporate and foundation giving for more than fifteen years. Further, Mr. Baran has been instrumental in carrying United Way's message into the workplace at Trudell Medical International. His connection to United Way has truly helped us build a community where everyone matters.

We thank Mr. Baran for all that he does for the citizens of the City of London and County of Middlesex.

Sincerely,



Andrew Lockie
CEO
United Way London & Middlesex



LONDON
COMMUNITY
FOUNDATION

May 8, 2012

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Nomination of Mitch Baran for the City of London's Lifetime Achievement Award

It is with pleasure that I submit to you a letter in support of the recognition of Mr. Mitch Baran as recipient of London's Lifetime Achievement Award.

I have had the pleasure of knowing Mitch for many years as a philanthropist, community builder, volunteer and business entrepreneur. His contributions to this community are vast.

Let's Talk Science, once a seedling club developed to inspire young people to embrace science literacy, is now a nationally recognized organization with over 6,000 alumni, many who have gone on to careers in all facets of research and discovery. Mitch recognized the importance of exposing the fascination of science to young people and his leadership in growing this organization was pivotal.

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In support of London's medical community, Trudell Medical and the Baran Family have lead many appeals supporting research and capital development at the university, research institutes and hospitals.

Within the social service sector, again, Mitch has personally committed his time, talent and treasure. Through the Mitchell and Kathryn Baran Family Foundation and the Mitchell and Kathryn Baran Family Foundation at London Community Foundation, their financial contributions have been strategic and impactful on the human needs of our city. Mitch inspires a cohesive and civic minded community and is a example for generations to follow.

London Community Foundation and our Board of Directors past and present are proud to support this nomination for a very well deserved honour. Thank you to the City of London for considering such a tribute to a visionary community builder.

CEO

Martha Powell

Martha Powell
Chief Executive Officer
London Community Foundation



J.D. Denstedt, MD, FRCSC, FACS
Richard Ivey Professor of Surgery
Chair/Chief, Department of Surgery

May 8, 2012

Ms. Robin Armistead, Manager of Culture
City of London
300 Dufferin Ave, PO Box 5035
London, ON N6A 4L9

Dear Ms. Armistead:

It is a pleasure to provide this letter in support of the campaign to name a park in London in honour of Trudell Medical Inc. and the many contributions of Mitch Baran to the City of London. I have known Mitch Baran for approximately 25 years in my capacity as a surgeon, medical leader and member of the London community. There are few members who have given so much and in so many ways to advance the overall quality of life in our community than Mitch Baran. These contributions range from being the CEO of a highly successful medical device company providing employment to several hundred Londoners, his volunteer contribution to hospital boards and committees and philanthropic donations to many worthy causes in our community. Amongst the charitable causes, Mitch has supported, championed and contributed to both financially and as a volunteer are Mission Services, the London Area Food Bank, and critically important programs at both hospitals and the Let's Talk Science initiative. I have been most appreciative of the contributions that Mitch has made to the Urology Division and Department of Surgery, both from the point of view of advice and counsel and as well in philanthropic contributions dedicated to equipment, clinic space and establishment of a Chair position in Urology. The contributions of Mitch Baran and Trudell Medical go well beyond London by way of the innovative products emanating from this Canadian success story in the medical device industry, thus benefitting patients throughout the world.

May 8, 2012

Ms. Robin Armistead, Manager of Culture

Again, it is my honour to be able to provide this letter in support of Trudell and Mitch Baran and the naming of a park in his honour.

Sincerely,

A handwritten signature in blue ink, appearing to read "Denstedt". The signature is fluid and cursive, with a large initial "D".

John Denstedt, MD, FRCSC, FACS
Richard Ivey Professor and Chair/Chief
Department of Surgery
Schulich School of Medicine & Dentistry
Western University
London, Ontario

EXECUTIVE OFFICES
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CITY OF LONDON
300 DUFFERIN AVE
P.O. Box 5035
LONDON, ON N6A 4L9

ATTENTION: ROBIN ARMISTEAD, MANAGER OF CULTURE



DEAR ROBIN:

RE: PARK NAMING IN HONOUR OF TRUDELL MEDICAL

I HEARTLY AGREE THAT THE NAMING OF A PARK IS DULY WARRANTED, HOWEVER I WOULD LIKE TO SUGGEST THAT YOU CONSIDER NAMING THE PARK THE **BARAN** PARK OR THE **MITCH BARAN** PARK.

IT HAS BEEN **MR. BARAN** THAT HAS SHOWN LEADERSHIP, TRUE INTEGRITY AND HAS BUILT A LEGACY IN OUR COMMUNITY AND WORLDWIDE.

TRUDELL WOULD NOT HAVE ACHIEVED IT'S SUCCESS WITHOUT **MR. BARAN** AND THE CITY WOULD NOT HAVE BENEFITED WITHOUT **MR. BARAN'S** LARGESS.

BEST WISHES

SHELDON AARON

MAY 3, 2012

T. Brayl Copp

April 26, 2012

Robin Armistead, Manager of Culture
City of London
300 Dufferin Avenue, PO Box 5035
LONDON ON N6A 4L9

Dear Ms. Armistead,

**Re: Mitch Baran
Possible Park Naming**

It is with pleasure that I support the naming of a City Park in honour of Mitch Baran.

Mitch and his Company have been an integral part of our City and his contributions to business and untold charities is truly outstanding.

I wish you success in your endeavour to accomplish the naming of a park in his honour.

Yours sincerely,



Cc: Grant Hopcroft, City of London
Martha Powell, C.E.O. London Community Foundation

45 York Street, London Ontario N6A 1A4
Telephone (519) 679-9000 Facsimile (519) 679-2887
Email tbc@coppsbuildall.com

April 30, 2012

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*Founder & President,
Let's Talk Science*

Robin Armistead
Manager of Culture
City of London
300 Dufferin Ave
P.O. Box 5035
London, ON
N6A 4L9

Dear Ms. Armistead;

Re: nomination of Mitchell Baran for lifetime achievement award

As the Founder and President of Let's Talk Science, it is with the utmost delight that I write in support of the nomination of Mitchell Baran for a lifetime achievement award and the naming of a London park in honour of Trudell Medical's 90th anniversary. Mitch Baran is very humble but his actions speak loudly to his deep pride about being a Londoner.

As you'll note from our letterhead, Mitch Baran is acknowledged as the Founding Chair of Let's Talk Science. Indeed, without his early support the organization would not exist.

Mitch Baran has a deep personal commitment to spurring and supporting innovation in Canada; on this topic, he is one of the most passionate people I have ever encountered. For nearly 18 years, he has generously shared his wisdom, expertise, time and financial support to help build Let's Talk Science into a leading Canadian charitable organization, which also remains based in London. Let's Talk Science helps youth fulfill their potential and become productive citizens and innovators for the 21st century by supporting their learning and engagement through science, technology, engineering and mathematics (STEM).

With his unique global perspective, Mitch Baran understands the increasingly important role that science and technology plays in our economy and everyday life. He understands that 'literacy' in the 21st century requires an understanding and appreciation of science. He wants Canadians to enjoy a high quality of life; this commitment to support people underlines his vision for both Trudell Medical International and Let's Talk Science.

From its humble beginnings, Let's Talk Science now offers programs and resources that help youth develop positive attitudes, critical skills and career awareness, and we connect the STEM and education communities to support youth development and strengthen learning. The organization boasts a strong commitment to ensuring access and engages educators and youth, including Aboriginal youth, in programs across Canada as described below.

- Let's Talk Science Outreach mobilizes thousands of volunteers (primarily graduate and undergraduate students) at 36 university and college sites, including Western and Fanshawe College, to lead free workshops with children and youth in schools

and community settings across Canada. Last year alone, these volunteers donated over 32,000 hours to lead 3,800 programs with over 150,000 youth. Since our inception, we estimate that well over 10,000 unique volunteers have been engaged with Let's Talk Science, donating hundreds of thousands of hours.

- CurioCity (exploreCurioCity.org) is a web-based program for 13-17 years olds (Grades 8-12) to explore science, technology, engineering and mathematics that underpin their daily lives. This program includes online engagement opportunities that connect students with researchers and it supports educators.
- *Wings of Discovery*[®] supports Canada's youngest learners and has been acquired by educators in over 1,700 child care centres and Kindergarten classrooms across the country, many of which are Aboriginal Head Start on Reserve sites.

Mitch Baran's insight about leadership, management and innovation has significantly influenced my own career. As a mentor, he has assisted enormously in developing my understanding of innovation and my capacity to build a leading organization. Over the years, many have commented about how 'productive' and 'nimble' Let's Talk Science is. Many are surprised by our ability to respond to education issues nationally despite it being a jurisdictional responsibility. This willingness to innovate, while staying true to our vision and mission, is a core value instilled by Mitch Baran.

Since its inception, Let's Talk Science has engaged an estimated 2.5 million children, youth and educators. This reach does not include the millions who also benefit from our research and the programming we have developed for others. We work in all provinces/territories to support education/learning and we benefit from the support of many companies and agencies. Furthermore, we now employ 26 people – several of whom were past volunteers – with high quality jobs.

The positive impact made by Let's Talk Science is clear from the research we've completed. Furthermore, Canadian youth attitudes towards science have improved significantly and postsecondary participation in many STEM fields is on the rise.

In closing, I am enormously proud of what Let's Talk Science has accomplished and deeply grateful for Mitch Baran's long-standing support and participation. I can think of few individuals as deserving of public recognition for his service.

Yours truly,



Bonnie Schmidt, Ph.D.
Founder and President

office: 519-474-4081 ext 225
cell: 519-494-1829

**William J. Brady CM, LL.D, O.M.C.
9-50 Fiddler's Green Road
London Ontario N6H 4T4**

April 26, 2012

Mr. Robin Armistead
Manager of Culture
City of London
300 Dufferin Ave, PO Box 5035
London, Ontario
N6A 4L9

Good Morning Mr. Armistead:

It's a given, we live proudly in a most extraordinary city made more so by the generosity displayed by so many who live here. Countless busy people give unstintingly of their skills, talents and resources to support so many worthwhile causes.

This is specifically about one person and his organization which I believe merits recognition. I understand that the city will be naming a park to recognize an entity or person who/which has made a significant contribution to our community.

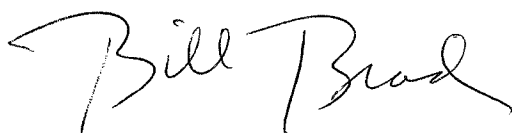
I am urging those making the decision to look at a man of impeccable credentials and the company he heads. It would be a most popular and appropriate move to name a public park in honour of Trudell Medical's 90th anniversary and the many contributions of Mitch Baran to the City of London.

Here is a visionary who has raised the profile of city in medical and scientific circles around the world. Under Mr. Baran's leadership, Trudell Medical has developed important medical devices that are currently in use here in Canada and internationally.

As a valued volunteer he has been involved in a score of local charities and in initiatives including Let's Talk Science, which has been instrumental in encouraging young people to look at studying and considering a career in the sciences. He has been an avid supporter and advisor to name just a very few; Mission Services, The London and Area Foodbank, the Lithotripsy Program at St. Joes and the Department of Urology. Trudell Medical has a distinguished record of generosity as it has supported countless community endeavors.

Space won't permit a more comprehensive list of the accomplishments of this prominent Canadian or of his many contributions to so many diverse London charities and organizations working on behalf of the less fortunate.

The naming of a public space to recognize the man and to celebrate Trudell Medical's 90th anniversary would seem to be most appropriate.



Calvin R. Stiller
C.M. O.ONT. MD. FRCP(C)

April 26, 2012

Robin Armistead, Manager of Culture
City of London
300 Dufferin Ave, PO Box 5035
London, ON N6A 4L9

Dear Robin:

It has come to my attention that consideration is being given to naming a portion of the parklands at the Forks of the Thames, adjacent to the Blackburn Fountain the **MITCH BARAN PARK**. I want to go on record as enthusiastically supporting this initiative.

There are few individuals in the history of this city that have been as ubiquitous in the support of endeavors that are in the public interest and that lead to a better city for all as has Mitch Baran. He is a most remarkable individual and his combination of good will and humility are a rare combination. From medical initiatives to the arts, from the beautification of the city to the provision of the disadvantaged, from the support of the great institutions to the seeding of help to the most innovative Mitch has been in the forefront in support and in the background of any picture.

How appropriate to have a Park named after this great man. Historically the Labatts, London Life, Iveys, General Motors and 3M were the names associated with internationally competitive businesses and local benefaction. Now Mitch Baran and The Trudell Group play that role.

I, along with many other Londoners who have been the recipient of this great man's kindness, applaud you for having the foresight to name a park in his honor.

Bravo!

With kind regards,



Calvin R. Stiller

Gerald Slemko
528 Waterloo Street, London, Ontario, N6B 2P9

April 26, 2012

Robin Armistead, Manager of Culture
City of London
300 Dufferin Ave, PO Box 5035
London, ON N6A 4L9

Dear Robin:

I am writing to support the initiative to have Mr. Mitch Baran recognized for his contribution to the City of London and to have a park named in his honour.

I have known Mr. Baran for a great number of years and currently sit on the Board of his company, Trudell Medical Limited.

I cannot think of anyone in this community who is more deserving of the honour and recognition of having a facility named after him. Mitch is by nature a very private individual and has not, and does not seek recognition in this community for what he does. He does things in a very private and quiet manner and without a lot of fanfare. Mr. Baran and Trudell Medical Limited have been big supporters in this community. They have supported many organizations, including Let's Talk Science which is a great initiative. Mr. Baran recognized the potential of this organization early and was an initial supporter and sponsor and continues to support it. Trudell runs an annual golf tournament to support the Lithotripsy Program in the Department of Urology at St. Joseph's Hospital. In addition, The Mitchell and Kathryn Baran Foundation has provided support to organizations in this community including the Grand Theatre Foundation as well as many others.

There are fewer and fewer people in this community who are committed both emotionally and financially to the City of London and Mr. Baran is clearly one of the leaders in this area. He believes strongly in this community and backs this commitment with dollars and his support. I would highly recommend and support this initiative to recognise Mitch Baran's contributions to this community.

Yours very truly,


Gerald Slemko

Robin Armistead
Manager of Culture
City of London

April 30,2012

Dear Robin,

London's strength as a proud caring community is derived from the collective caring contributions of men and women who have improved the Quality of Life for others---through their own actions and initiatives.Mr Mitch Baran is such a Londoner who deserves to be recognized by the City of London.

As a newcomer to London in 1992,I met Mr Baran who was regarded as a business leader.What impressed me was his passion for the London community.Now 20 years later,I have come to fully appreciate the impact he has made on the life of this City,region and nation as a Community builder,ambassador,and recognized corporate leader.

What stands out to me is that he never seeks recognition for any of his numerour generosity and volunteer acts aimed at helping others.

This unassuming citizen deserves a special and lasting form of recognition on the occasion of Trudell Medical's 90th Anniversary.It is our hope that Mitch Baran's love and extraordinary support for our City of London will be duly acknowledged by naming one of our city parks in his honor.That would be a fitting tribute to an exceptional Londoner who has made a difference to the quality of life ,we all aspire to enjoy.

Tony Dagnone---proud to call London home
519 851 9886

A handwritten signature in blue ink, appearing to read 'Dagnone', with a large, stylized initial 'D' and a long, sweeping horizontal stroke extending to the right.



Ms. Robin Armistead

Manager of Culture and Municipal Policy

CAO's Office, City of London

April,23,2012

Dear Robin,

Nomination of Mitch Baran for the City of London's Lifetime Achievement Award

Mitch Baran is the kind of entrepreneur and leader any city is proud to celebrate. London is especially fortunate to have been the beneficiary of his talent and loyalty to our City.

As outstanding leader of Trudell Medical Group, Mitch has been a pioneer in building London's medical devices sector. Trudell Medical Group is a global player in the manufacturing and distribution of medical products. Through Mitch's leadership and saavy, Trudell Medical has gained international acclaim and has put London on the map for medical device manufacturing.

Mitch's leadership on national and provincial committees including Medical Devices Advisory Council, Health Industry Advisory Committee, and the Health Industries Development Council demonstrate that he is a sought after and well regarded member of this industry who is his known for his insight, understanding and mentorship.

While building this important industry , Mitch clearly demonstrates how much he cares about the health of our community and about supporting future prosperity. Mitch has been a generous donor to many causes and community organizations including Western University, his Alma Mater, giving \$1 million to support the completion of laboratories at the Schulich School of Medicine and Dentistry, Department of Physiology and Pharmacology.

The London Economic Development Corporation is proud to support the nomination for Mitch Baran to receive this well deserved recognition

Sincerely,

A handwritten signature in black ink that reads "Peter White".

Peter White
President & CEO
London Economic Development Corporation

Webb, Lynda

From: Armistead, Robin
Sent: Tuesday, May 08, 2012 2:07 PM
To: Webb, Lynda
Subject: FW: Mitch Baran- Lifetime Achievement Award

From: Winston, John
Sent: Tuesday, May 08, 2012 1:56 PM
To: Armistead, Robin
Cc: 'jolion@rogers.com'
Subject: Mitch Baran- Lifetime Achievement Award

Hi Robin,
Rarely does a City have the good fortune of honouring a citizen, in their lifetime, who has achieved outstanding corporate success and who concurrently exhibits exceptional loyalty to community and society as a whole. London has seen more than its share of such talented and driven people and Mitch Baran is the consummate example of such a rare and gifted personage.

Mitch has a social conscience. He knows instinctively that it is a fundamental privilege and duty to be socially responsible and unconditionally applies his finances and leadership in support of philanthropy, education, scientific research and innovation in order to build a better community and country. It is his commitment to excellence and a "get it done" philosophy that marks him as a London treasure and my wife Linda and I can't think of a more deserving tribute.

This is an extraordinary honour which we whole heartedly support.

Best regards,

John Winston
General Manager
P: 519.661.6396
F: 519.661.6160
T: 1.800.265.2602 X 6396
Planning a visit...
<http://www.londontourism.ca>



A.M. Spriet

May 24, 2012

Ms. Robin Armistead
Manager of Culture
City of London
300 Dufferin Avenue, Box 5035
LONDON, Ontario N6A 4L9

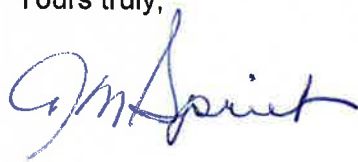
Dear Ms. Armistead:

Re: Mitch Baran

I am writing to you to give my unqualified support to providing recognition for Mitch Baran and his many philanthropic endeavours. I have participated with Mitch both in asking and in supporting the many worthwhile causes throughout our fair City.

Any recognition is well deserved.

Yours truly,

A handwritten signature in blue ink that reads "A.M. Spriet". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Andy Spriet



May 9, 2012

To whom it may concern:

I am writing as Executive Director of The Grand Theatre to support honoring Mitch Baran with a life time achievement award.

Mr. Baran has been and continues to be one of those few individuals who is committed to and supports the London community. Mitch believes that that community involvement is key to personal and corporate success.

Mitch supports a broad cross section of organizations and we at The Grand Theatre have been fortunate to be the recipient of his financial support through the Mitchell and Kathryn Baran Family Foundation. Mitch understands that the success of a community encompasses many facets and clearly understands the role that culture plays.

London is fortunate to have Mitch Baran as a champion and supporter of the community. We are fortunate to have his support. We do believe that given all that Mitch has done for London, he is clearly deserving of a lifetime achievement award and we fully support this initiative.

Sincerely,

A handwritten signature in cursive script that reads "Deb Harvey".

Deb Harvey

471 Richmond Street, London, Ontario, Canada N6A 3E4

Administration: (519) 672-9030 Fax: (519) 672-2620 Box Office: (519) 672-8800 or 1-800-265-1593 www.grandtheatre.com

Charitable Registration Number: 11921 4278 RR0001

Boys &
Girls Club
of London Foundation



because everybody starts small

Mitch Baran
Trudell Medical
725 Third Street
London, Ontario, Canada
N5V 5G4

May 11, 2012

It is with great pleasure that we thank Mitch Baran for his legacy of generosity to the London community.

Mitch Baran and his company Trudell Medical have been longtime supporters of the Boys & Girls Club of London and the Boys and Girls Club Foundation. He and his company contributed to the east addition to our facility in 1984/85, the west addition in 1994/95 and the Aquaplex in 2005/06. Mitch has supported the Horizons Campaign in 2008/09 and has helped fund scholarships and bursaries for the students in the M.A.P. Program.

We are only one agency. We know that Mitch has been an incredible community booster, and has been very involved in helping other organizations throughout the city. He has instilled this legacy into his family as they have continued to give back to the community, sitting on the board, helping with various special events and fundraising activities.

We are deeply grateful for the leadership that Mitch has shown through the years and the ongoing support that he has given to our organization.

Thank you for everything that you have done to help those most in need in the London community.

Yours In Community,

Don Donner

CEO



Ms. Robin Armistead
Manager of Culture and Municipal Policy
Culture Office, City of London
519 661-2500 ext. 5475
rarmiste@london.ca

Dear Ms. Armistead:

I am truly delighted to provide the strongest possible letter of support in relation to the proposal to re-name Riverside Park, which is located at the Forks of the Thames by the Blackburn Fountain, Mitch Baran Park.

I know Mr. Baran through my position as a faculty member at Western University. In 2003, my laboratory developed a swallowing therapeutic technology called "Swallowing Air-Pulse Therapy". The technology was assigned to Western in 2004 and subsequently licensed to Trudell Medical International in 2009. I have had the great privilege of working very closely with Mr. Baran on the commercialization of our swallowing technology since 2006.

There are so many reasons why Mr. Baran is deserving of this lifetime achievement award. Chief among them: Mitch Baran is the most inspiring human being in London! He has inspired, and continues to inspire, so many people! In this respect, his contribution is enormous.

With warm regards,

Ruth Martin, PhD
Professor
Western University
School of Communication Sciences and Disorders
Elborn College, Room 2528
London, Ontario CANADA N6G 1H1

June 26, 2012

City of London – Culture Office
300 Dufferin Avenue
P.O. Box 5038
London ON N6A 4L9

Attn: Ms. Robin Armistead, Manager of Culture and Municipal Policy

Mr. Mitch Baran - City of London Lifetime Achievement Award

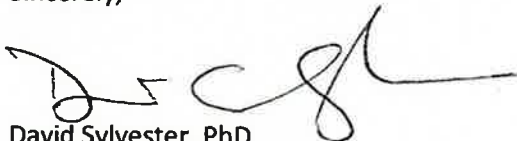
On behalf of King's University College, it is a privilege to extend my support of the City of London's decision to honour Mr. Mitch Baran with a lifetime achievement award and the re-naming of Riverside Park to Mitch Baran Park. This is a fitting tribute to honour someone who is a leader in the community, both professionally and philanthropically, and is generous to both King's University College and the greater London community.

Mr. Baran has been involved with King's over the past 10 years in various capacities. He is a strong supporter of the mission of the College and believes in the value of Catholic education. Currently, Mr. Baran is an honorary patron of the King's University College Student Life Campaign, lending his name and philanthropic support to our largest fundraising campaign to date.

Along with his generous support of our past and current Campaigns, Mr. Baran and his family have established bursaries to support students studying either Social Justice and Peace or Childhood and Social Institutions at King's. These awards specify that students demonstrate active service and participation in the community, thus furthering community involvement and perpetuating Mr. Baran's personal values centred around service, social justice, and family.

On behalf of the King's community, I extend my sincerest gratitude to Mr. Baran for his ongoing support of King's University College and our heartfelt congratulations on receiving this prestigious and well deserved recognition.

Sincerely,



David Sylvester, PhD
King's University College